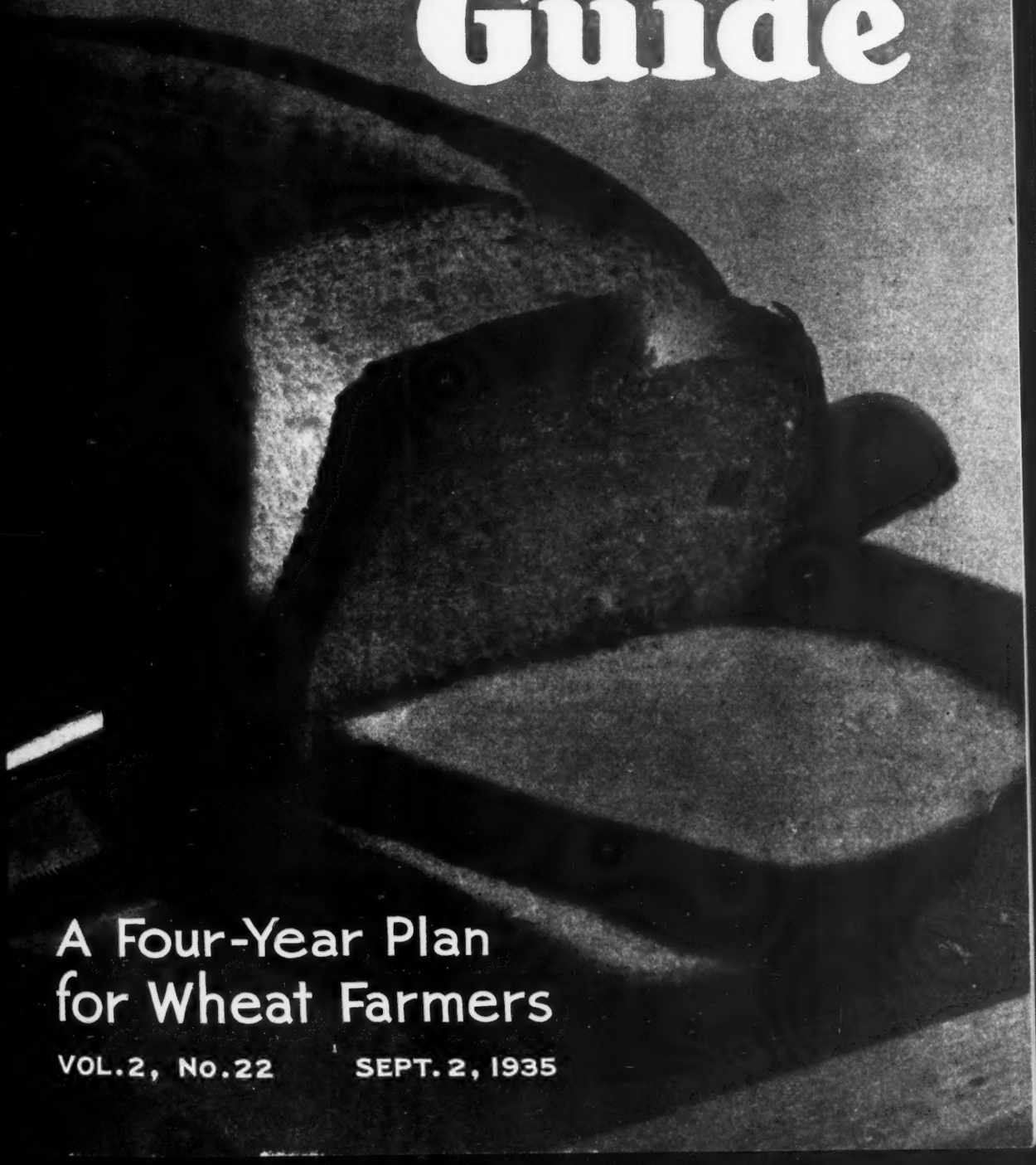
Consumers' Guide



A Four-Year Plan for Wheat Farmers

VOL. 2, No. 22 SEPT. 2, 1935

CONSUMER QUERIES AND COMMENTS

"Our agricultural policy is an adjustment policy providing for increases when such increases make for the welfare of the consumer, and for decreases when such decreases make for the welfare of the farmer. The policy was one of reduction in 1933 because the facts demanded it; the policy is one of expansion today because the facts demand it."

Henry A. Wallace
Secretary of Agriculture

CC FIRST CONSUMER to send in the news we called for in the July 22 issue of the CONSUMERS' GUIDE writes of the satisfactory dated bread situation in Columbus, Ohio:

"A bread company here with wagon distribution has imprinted on their bread wrappers blue lines, to the number of the day of the week: 1 line for Monday, 5 lines for Friday, and so on.

"This is extremely helpful in our case at home, with eight members eating, for there is a large bread bill, and staleness is shuddered at."

What's the dating system, if any, in your town?

CC FROM TENNESSEE comes this request which echoes the question many people are asking these days:

"How can I get off the 'bluestone' and other poisonous sprays on grapes and apples I buy? Water doesn't dissolve them."

This seems an appropriate opportunity to clear up some of the apprehensions and misapprehensions regarding this question of fruit sprays.

The Food and Drug Administration, with its present prohibition against amounts of spray residue in excess of 18 one-thousandths of a grain of lead per pound of fruit, and 1 one-hundredth of a grain of arsenic, guards the interstate shipments of fruit. The law does not, however, provide for control of shipments within the State through Federal inspection. Most large commercial growers and shippers do see to it that all their product can meet Federal inspection so that it can be shipped to any market.

These growers or sellers wash the fruit in a chemical bath to remove spray residue. Our consumer's complaint is correct: Water will not do the trick. The methods that will do it are not feasible for the average home consumer. The only practical way for consumers to keep from eating fruit with too much spray residue on it is not to buy it in the first place.

Don't buy fruit that has a generally dirty appearance, is the simplest rule. If fruit has too much spray left on it, for instance, there are frequently, though not always, splashes of spray deposit, white or bluish splotches, as if the fruit had been dipped in muddy water and allowed to dry. If there is any doubt in your mind you can peel the stem and bloom ends of the apple. It is here that the spray residue is most likely to stick.

Don't let our warning make you afraid of grapes with natural "bloom", which gives them a waxy surface. You could not make this mistake if you had ever met the fruit with the real thing in the way of suspicious dirtiness.

For consumers who grow fruit or are interested in the spray matter from the point of view of the trade, the Bureau of Plant Industry in the Department of Agriculture has just published a new bulletin: "Spray Residue Removal from Apples and Other Fruit." Write to the Department of Agriculture and ask for the free Farmers' Bulletin No. 1752.

CC FROM IOWA comes this true-to-life reflection of a big family's consumer problems:

"School is due to open soon and with it comes the enormous appetites of young students. We have four of them in our house and find it hard to keep them satisfied when they come home ravenous in the afternoon. We have found that apples are the ideal answer because they are healthful, fill the children up comfortingly, yet do not spoil the appetite for dinner. How can I provide them within a very narrow food budget?"

One important angle to this question is fully answered in the article "How Do You Store?" (page 13 of this issue). For more details of the apple situation, watch for the next CONSUMERS' GUIDE.

A Four-Year Plan for Wheat Farmers

No farmer comes—by proxy—to your kitchen oftener than the wheat farmer. Within a year he may visit you a thousand times. Every day, often three times a day, you depend on him for a major item in your diet. So when wheat farmers embark on a four-year plan, that's news of importance to you and a hundred million consumers.

THREE MONTHS ago nearly half a million farmers went to the polls to vote. It was a special kind of election, exclusively for them. There had been other polls, three of them, which farmers had held all by themselves, and each like this one of the wheat farmers was held for one purpose: To find out how farmers like the idea of working together to build bigger incomes for themselves and their families.

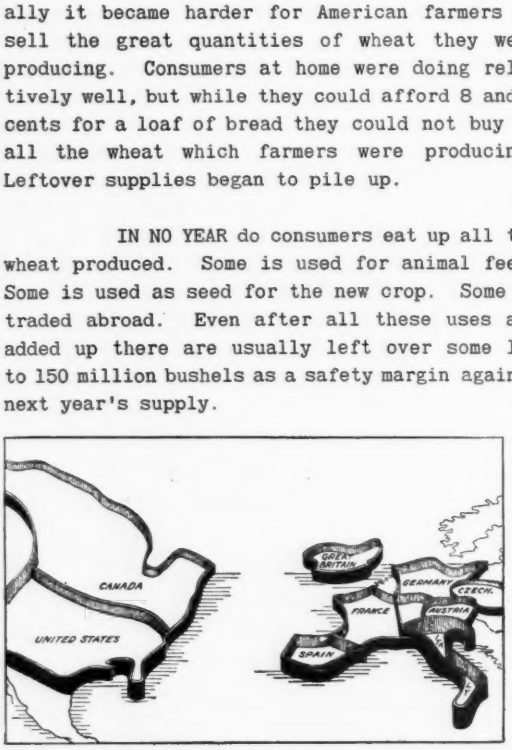
"FOR 2 YEARS", the AAA said to these farmers, "you have had a sample of what cooperative planning for production is like. Time's up now on the sample. New plans must be made. Do you or do you not want to continue production control?"

WHEAT FARMERS looked back, way back to war years, when millions of new acres of land were ploughed up and planted with wheat to sell to hungry consumers in Europe. Those were the days when farmers could sell their wheat for $2 a bushel and better. Consumers at home had money to pay farmers well. Farmers in other

countries were not raising so much, so American farmers became the great wheat suppliers of the world.

CONDITIONS changed as the years came on, one after the other. With each new year consumers abroad had less need for American wheat as their own farmers grew more. Gradually it became harder for American farmers to sell the great quantities of wheat they were producing. Consumers at home were doing relatively well, but while they could afford 8 and 9 cents for a loaf of bread they could not buy up all the wheat which farmers were producing. Leftover supplies began to pile up.

IN NO YEAR do consumers eat up all the wheat produced. Some is used for animal feed. Some is used as seed for the new crop. Some is traded abroad. Even after all these uses are added up there are usually left over some 125 to 150 million bushels as a safety margin against next year's supply.



Mounting barriers to foreign trade meant mounting bushels of unsold wheat.

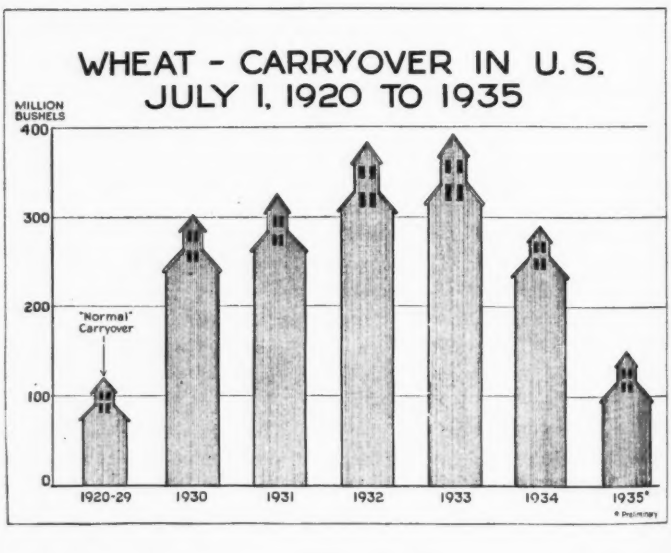
SAFETY margins are useful and necessary. Try as they may farmers can never measure their production precisely as a manufacturer can measure his output. To guard against capricious weather and unpredictable crop diseases, farmers need to grow more wheat than will be immediately consumed.

SUPPLIES over and above this minimum which cannot be sold can do depressing things to farmers' prices. The bigger they grow the smaller grow prices. Consumers may get immediate gains in lower prices of flour and bread. Ultimately they lose as farmers do, since the less farmers have to spend the fewer jobs and smaller incomes there are for city consumers.

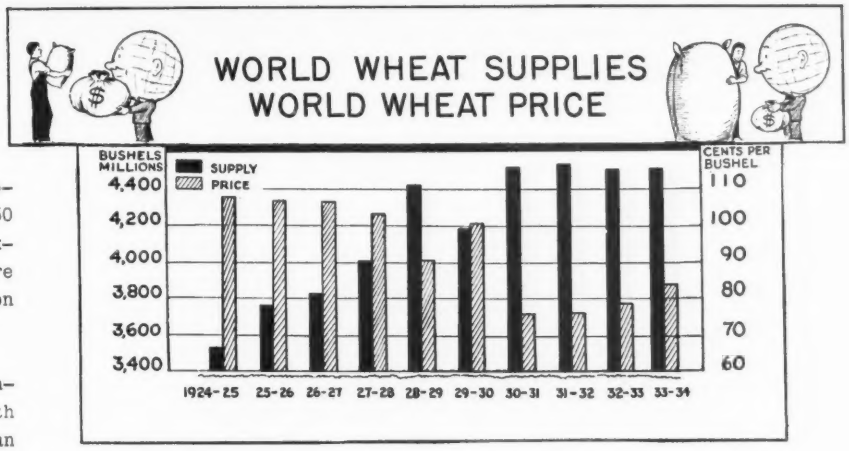
TARIFFS and depression did grim things to wheat farmers in 1929. Countries abroad for whom American wheat farmers continued to produce began to raise barriers against American wheat. Nevertheless, except during Federal Farm Board stabilization operations, the international price of wheat largely continued to dominate American wheat prices in spite of the fact that more and more the export market was being closed to our wheat.

UNSALABLE SUPPLIES piled up rapidly with the loss of foreign markets and with poorer markets at home. By 1930 they were almost three times as great as in the average years 1920-29; almost 200 million bushels more than the safety margin stacked up. Still farmers kept on producing and hoping, trying by maintaining their production to make enough to pay their bills. Good weather brought them good crops. Consumers at home kept on buying but the money they had to spend shrank with each year of the depression. Small incomes, big crops, and piled-up surpluses spelled increasing misery for wheat farmers.

DURING these depression years farmers were seeding an aver-



age of 66 million acres of wheat each year, enough to produce on the average 825 million bushels for a country that could use the production of only about 50 million acres and for exports that did not require more than 6 to 8 million acres.



HEYDAY for consumers seemed at hand with prices of wheat lower than they had ever been before. In the early months of 1933 they could buy bread cheaper than they had been able to buy it for 20 years. But that part of their bread money that went to farmers in those months was less than half the amount farmers had received 20 years before. For every sack of wheat which farmers had to raise to buy city workers' products in pre-war years, they had to raise more than 2 sacks in 1932-33. Cheap bread to city consumers meant poor farm consumers.

THESE were some of the facts which wheat farmers looked back upon when they went to vote in May 1935 on a production plan for the coming 4 years. And there were other facts, too.

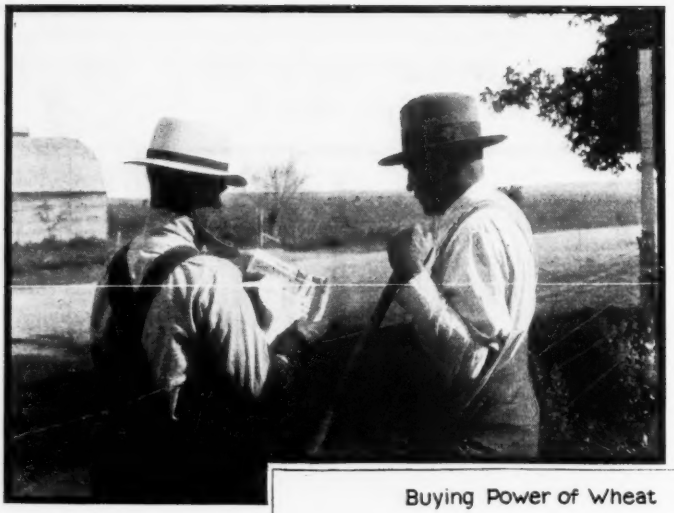
IN 1933 Congress passed the Agricultural Adjustment Act. Under this act wheat farmers were given a chance cooperatively to control their production to see if in that way they could raise the prices they were receiving. Obviously the first requisite to higher prices would be to produce smaller crops and give consumers a chance to use up some of the left-over supplies that had accumulated in warehouses and mills and on the farm, supplies that in years past had been sold to consumers abroad but could no longer be sold to them. As these surpluses were used up and production was adjusted to consumers' demands, prices would rise. As prices increased, farmers could increase their purchases of city workers' products.

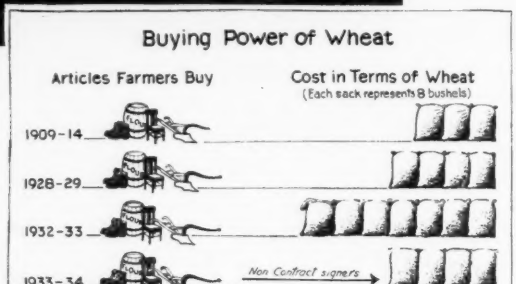
SECOND requisite to better prices, of course, would be bigger consumer incomes. While part of that would come from enabling farmers to buy shoes and clothing for their families and plows and wire and trucks and paint for their farms, most of it would have to come from better wages and more jobs all around for city consumers.

REDUCTION of crops was not, under the act, to be carried to <u>any</u> limit. A definite goal was fixed and stages set toward that goal. The objective was a price which would buy as much as pre-war prices brought. But the approach toward that goal was to be tempered by the state of consumer purchasing power.

TO HELP step up the returns to cooperating farmers, a processing tax was provided for. This tax, fixed for the first time on July 9, 1933, amounted to 30 cents a bushel on wheat milled for human consumption in this country. Returns from the tax, it was stipulated, should go back to cooperating farmers in benefit payments. These payments were to make up the difference between the price farmers actually received for that portion of their crop consumed in this country and the price they would have to get to buy the goods they could buy in pre-war years.

SUCH was the plan. What happened? In the crop year before this new plan was drawn up—that is, in 1932-33—total supplies of wheat were 1,100 million bushels, close to 400 million more than farmers had any chance to use or sell in this country. This great surplus had pushed prices down to their very lowest, to 38 cents a bushel.





N E X T YEAR, in 1933-34, because the new crop was smaller, total supplies of wheat had dropped to 900 million bushels, almost 300 million bushels more than the amount normally used in this country. Consumer incomes had picked up, and this, together with the reduction in supplies, lifted the wheat farmer's average price to 74 cents a bushel. No planned reduction was put into effect that year. Drought did the reducing for farmers.

WHEN 1934's crop was planned for, wheat farmers were asked to seed 15 percent fewer acres than they had seeded in the years 1930-32. As a result, some 60 million acres were planted, almost 6 million less than in those depression years and 10 million less than in 1928.

AGAIN DROUGHT, this time the worst drought on record, stepped in to speed up the farmers' plans. Against a planned reduction of about 50 million bushels, drought wiped out some 300 million, so that the carry-over on July 1, 1935, into the new crop year was only 152 million bushels. That came close to the safety margin which is usually carried over from year to year. Farmers' price for the 1934 crop averaged 88 cents, 14 cents better than that in the year before, 50 cents better than 2 years earlier.

MONEY coming in is important in relation to what it will buy. While wheat farmers' prices were growing bigger, prices of things they buy were increasing somewhat, too. The farmers' goal was a price that would be worth as much in terms of goods as their pre-war price. In 1932-33 a bushel of wheat would buy only 42 percent as much as a bushel of wheat would buy in pre-war years. Next year was different. Farm prices outstripped increases in prices of things farmers buy. A bushel of wheat in 1933-34 would buy 72 percent as much as it bought in 1910-14. That meant more clothes and things for the wheat farmer's family, more tools and helps for him in his work. Finally in 1934-35 a bushel of wheat would purchase 79 percent as much as in pre-war years.

BETTER PRICES were not the only gain wheat farmers made in these 2 years. Benefit payments went to those who agreed to control their production. When all the returns were in, wheat farmers found their cash income from wheat plus their benefit payments—despite the smaller crops harvested—had swelled from 195 million dollars in 1932-33 to 374 million in 1933-34 and 391 million in 1934-35.

THESE WERE the facts, then, that faced the wheat farmers as they went last May to the polls. Not all of these gains had come from consciously planning their business. Drought had speeded up the adjustment of wheat supplies, the raising of farm prices, but it had brought great misery, too, to those farmers who lost all or nearly all of their crops.

NOW they were near the beginning of a new year—New Year's day for the wheat farmer is July 1—with prices higher than they had been since 1929-30, with no crushing load of unsalable wheat to threaten them. What would they do? Would each of them "go it" alone, sow as

much as each of them could, hope that they would get record crops only to pile up more unsalable wheat? Drought could not always be counted on to correct their mistakes. Or would those farmers carry on their experiment in cooperatively controlling production, measuring their acres against their ability to sell their products from those acres, producing what consumers wanted and for which they could pay reasonable prices?

SEVEN to one the vote went. Nearly 500 thousand wheat farmers went to the polls and 7 out of every 8 of them sided in favor of going on with production control. For 4 more years, they said, we want to continue this experiment.

WHEAT FARMERS' 4-year plan starts with the new crop this fall and runs to the end of the 1939 crop. However, a majority of the contracting farmers can decide later to discontinue it if they wish. Under the plan, acreage reduction from the base in general may be as much as 25 percent. This does not mean that a cut of that amount will be asked every year or even in any year. Each year the number of acres to be seeded will be worked out by the AAA in cooperation with the farmers, and contracting farmers agree to seed accordingly. On its part, the Government agrees that benefit payments, estimated on a new basis, shall continue to go to cooperating farmers.

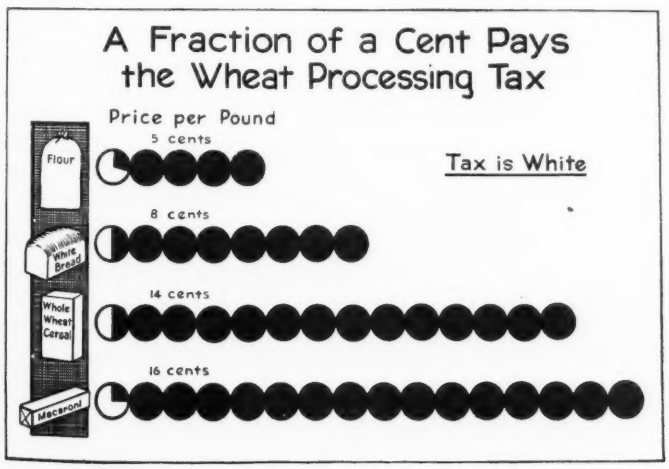
FIRST-YEAR provisions under the new 4-year plan were announced on July 31. At that time it looked as if the 1935-36 crop would be a big one, too big to handle if all acres were seeded. Cooperating farmers were asked to seed 15 percent less than average. When reports on spring wheat came in with news of great damage caused by "rust", this figure was changed to a 5 percent reduction. In other words, in the present year wheat farmers who join in the plan may seed 95 percent of their allotted base acreage.

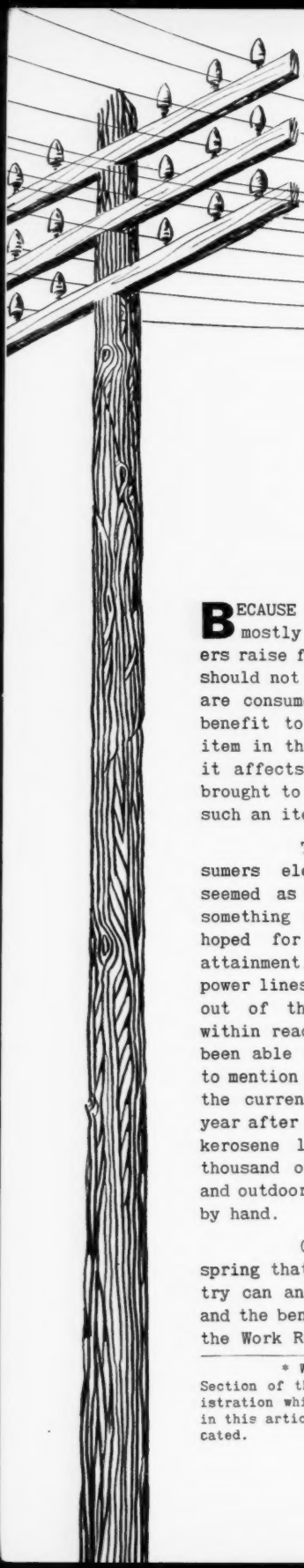
TOTAL supplies of wheat for 1935-36 are expected to be 760 million bushels, about 135 million more than the amount usually used in this country and halfway between the 125 to 150 million bushels usually counted the "safety margin."

WHAT have consumers paid for the recovery of wheat farmers to date? In the early days of 1933 consumers could buy a pound loaf of bread for an average price of 6.4 cents. In July 1935 that loaf of bread cost 8.3 cents, 1.9 cents more. That increase was caused by various things, but the major share of it went to farmers. The cost of the wheat from which the flour going into the loaf was made increased about three-quarters of a cent. The processing tax—proceeds from which later go back to cooperating farmers—costs consumers about half a cent. A total, then, of $1\frac{1}{4}$ of the 1.9 cent increase in the cost of bread represents the contribution consumers are making, as far as bread is concerned, to help put wheat farmers back on their feet.

FLOUR costs increased, too. In the early months of 1933 consumers paid 2.9 cents for a pound of flour. In July 1935 they paid 4.9 cents, 2 cents more. Close to $1\frac{3}{4}$ cents of this increase represents the higher cost of wheat and the processing tax, which on a pound of flour comes to about 0.7 cent.

WHEAT FARMERS have put their business in order. They seem to want to keep it there. But whether they can build up their income still further depends in great measure on whether city workers' incomes grow too. For this they must look to industry.





Electrifying

85 out of every 100 farms in this country have no electricity of any kind to lighten the load of household and farm work. One route to agricultural rehabilitation lies in carrying electrical power to these farms. R.E.A.* is leading the way.

BECAUSE CONSUMERS' GUIDE tells mostly about products which farmers raise for city consumers, readers should not forget that farm families are consumers also. Whatever is of benefit to them as consumers is an item in the progress of recovery as it affects the farmer. Electricity brought to the aid of farm living is such an item.

TO THOUSANDS of rural consumers electricity for years has seemed as impossible as a dream—something to be thought about and hoped for without any chance of attainment. Some are so far from power lines that it has been entirely out of the question. Many others within reach of the lines have never been able to afford the wiring, not to mention appliances or the cost of the current. So they have gone on year after year carrying water, using kerosene lamps, and doing all the thousand other back-breaking indoor and outdoor farm jobs almost entirely by hand.

CONGRESS decided this spring that the farmers of the country can and should have electricity and the benefits that go with it. In the Work Relief Program it gave the broadest possible authority for the work of electrifying farms and allocated 100 million dollars for this purpose.

PRESIDENT ROOSEVELT created the Rural Electrification Administration (R. E. A.) by Executive order on May 11.

MUCH OF the money will be used to make loans to groups who undertake to build rural power lines for themselves and whose applications have been approved by the R. E. A. staff in Washington. Borrowers as a rule will be allowed 20 years to pay back the loan at a low rate of interest—3 percent.

R. E. A. cannot bring or economically help others to bring electricity to a single isolated farm. Just as many prospective customers as possible must get together and arrange for electric service for their community. In general, a rural power and light project which stands alone, distant from any existing electric service lines, should embrace not less than 25 miles of lines. Where it can be made an extension of existing lines, however, a much smaller project may be feasible.

COOPERATION of fairly large groups is indispensable because the costs of building, operating, and maintaining the line, and the interest on the loan, would be very burdensome if they were not shared.

THE MORE electrified farms there are among which these expenses may be divided, the

* We wish to thank the Information Section of the Rural Electrification Administration which furnished all material used in this article except where otherwise indicated.

Rural Living

lower the cost will be for each farm.

R. E. A. lists four ways for rural groups to get electricity. In an area where self-supporting electric power and light lines are feasible, electricity for the farm may be obtained:

1. Through the nearest private power company, with or without financial aid from the Government. Many companies have already given assurance of active cooperation.

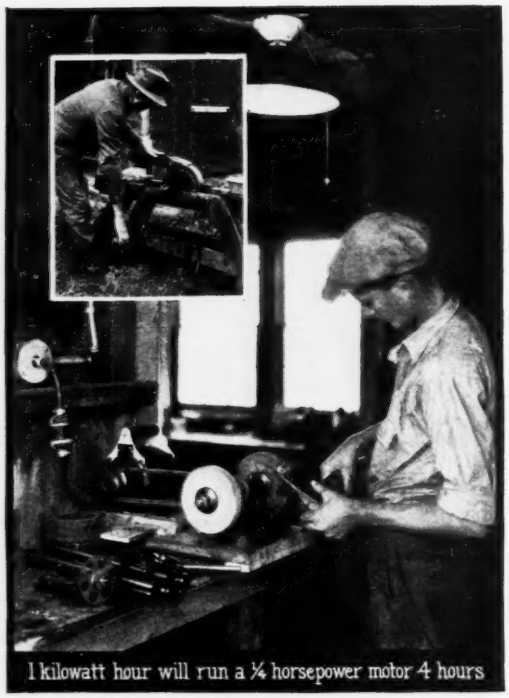
2. Through States, counties, local power district if there is one in the neighborhood, or a near-by city-owned electric plant which perhaps can and will extend its electric distributing lines to serve the group. Already State rural electrification authorities of one kind or another have been set up by statute in a number of States, including South Carolina, Alabama, South Dakota, Montana, Nevada, New Mexico, and Indiana. Other States have enacted legislation which will be helpful in electrifying their rural areas. These include Vermont, Nebraska, Arizona, Washington, Oregon, and Wisconsin. Texas and North Carolina likewise are helping this cause.

3. Through farmers' cooperatives, mutuals, or other groups, or an organization of this type which might be created under the laws of the State. In these groups farmers may undertake their own distribution, obtaining their wholesale current either from a private company, from the Government or municipal generating stations, or from small local generating plants established by themselves.

4. THE FEDERAL GOVERNMENT may itself build the rural lines if satisfactory arrangements cannot be made to secure them through another agency.

UNDER THESE four plans the R. E. A. can be the means of bringing electricity to thousands of the nearly 6 million farms now without it.

ONLY 740,000 of the 6,800,000 farms in this country are served at present by central stations. 250,000 others have self-contained lighting units of one kind or another. Three-quarters of the 32,700,000 persons living on farms must carry water from wells or other sources of supply; 77 percent have to get along with outdoor toilets; 93 percent have neither bathtub nor shower; 76 percent are dependent upon kerosene or gasoline lamps. Apparently about 10 percent either depend on candles or are entirely without light; 33 percent heat their homes partially or entirely with fireplaces; 54 percent heat their homes partially or entirely with stoves; 48 percent have to do their laundry work out of doors.



1 kilowatt hour will run a ¼ horsepower motor 4 hours

IT IS NO news to rural consumers that electricity would make work easier, but these specific figures compiled by two State Experiment Stations will be illuminating.

ONE KILOWATT-HOUR will run each of the following appliances approximately the time indicated, according to calculations made by the Agricultural Experiment Station of the University of Illinois, published in 1929 in "Electric Power for the Farm."

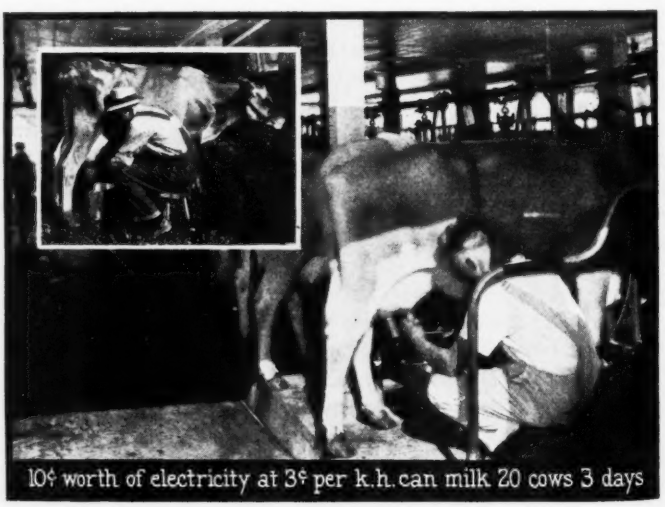
Vacuum cleaner	6¾ hours.
Hand iron	1¾ "
Curling iron	47½ "
Table stove	2 "
Toaster	1¾ "
Grill	2¼ "
Percolator	2½ "
Heating pad	15½ "
Dish washer	4 "
Battery charger	10 "
Fan	22¼ "
Light bulb (50 watt)	20 "
¼ horsepower motor	4 "
Sewing machine	13 "

"RURAL ELECTRIFICATION in Virginia", issued by the Virginia A. and M. and Polytechnic Institute (1931) makes the following statement as a result of experimental use of electric power on the farm: At 3 cents per kilowatt-hour, 10 cents' worth of electricity, if properly utilized, will do any of the following:

Pump 1,200 gallons of water for the home.
Wash clothes for a family of five for 3 weeks.
Iron clothes for a family of five for about 2 weeks.
Cook two meals for a family of five.
Operate household refrigerator 2 days.
Operate a 75-watt lamp 44 hours.
Milk 20 cows 3 days.
Cool 40 gallons of milk a day.
Hoist 10 tons of hay.
Grind 400 pounds of feed.
Run a 200-egg incubator 3 days.
Run a 200-chick brooder 2 days.
Warm 2 gallons of poultry water for 60 hours.
Grade 400 bushels of apples.
Wash 600 bushels of apples.
Grade 1,500 bushels of potatoes.

WHY IS IT that 5 farms have automobiles, 3 have telephones, for every <u>one</u> that has electricity?

SEVERAL EXPLANATIONS have been given. Some commentators contend that operating compa-



10¢ worth of electricity at 3¢ per k.h. can milk 20 cows 3 days

nies have not heretofore been interested in rural electrification. Others say that an unnecessarily expensive type of line has been in use making the cost of construction almost prohibitive. Many States have had restrictions covering rural-line extensions. High rates and the cost of wiring and equipment discourage the prospective customer at the outset.

GENERATING ENERGY is not the great expense in rural electrification, but rather the cost of delivering it to the rural consumer. Once the power is connected, experience shows that a low rate means more current used. Winnipeg, Canada, has an average net charge of 8 mills per kilowatt-hour for an average yearly consumption in excess of 4,500 kilowatt-hours. The municipal plant at Tacoma, Washington, has a charge of 1.7 cents per kilowatt-hour for an average annual consumption of 1,554 kilowatt-hours. Our own national average for 1934 of 5.3 cents per kilowatt-hour for an annual average consumption of 631 kilowatt-hours does not compare very favorably with these.

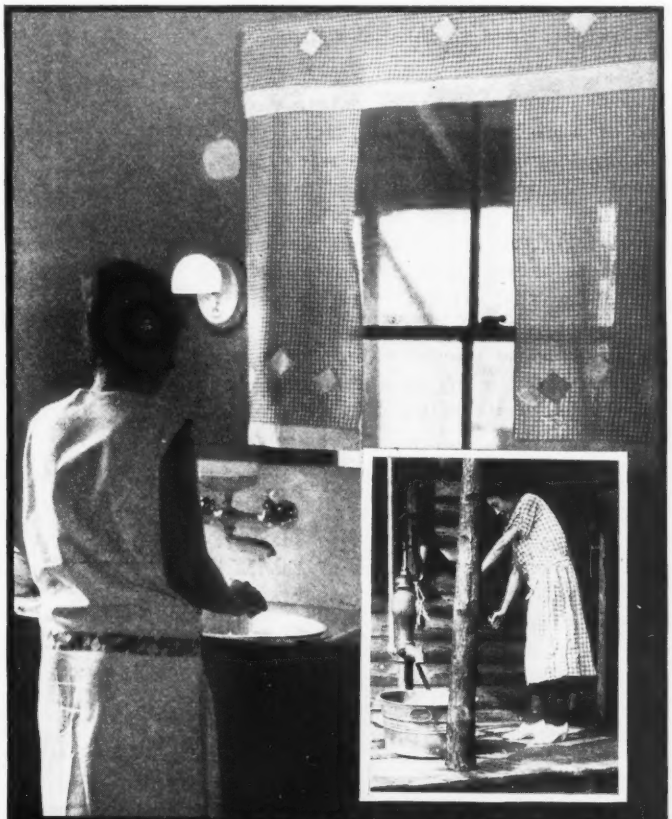
SOME PRIVATE UTILITIES are beginning to see advantages for themselves in lower rates. These utilities seek larger profits through more units sold at lower rates.

A FEW BULBS swinging from the ceiling do not constitute rural electrification. There are more than 200 uses for electricity on the farm and in the home—uses which will end the drudgery of the farm women and do chores in field and barn better than over-worked men can do them. Electric pumps for water supply make possible the inside bathroom and modern kitchen equipment. R. E. A. believes that electrically operated machines will save the farmer more money than the cost of the machines and the electricity.

AS THE PROGRAM progresses, consideration will be given to the problem of farm wiring. There is an opportunity to assist the farmer, not only by reducing the cost of installing wiring, but to install it so that it will be of the most service. It is believed that simplification of wiring methods will make it possible to reduce wiring costs materially. Electric service is just as desirable in the barn and in the tool shed as it is in the home. There are on the market many appliances that can be used to advantage in the barn.

PURCHASES of house wiring, appliances, and sanitary equipment will be made possible on an easy payment plan through the Electric Home and Farm Authority. Payments will probably be spread over a longer period than has heretofore been customary, with interest charges kept at a very low rate.

MORE THAN 50 manufacturers of appliances have joined in the Authority's program for marketing low-cost, standard quality appliances at prices and finance costs which make their use economical for families of average means.



10¢ worth of electricity at 3¢ per k.h.can pump 1200 gallons of water

APPLICATIONS for loans for rural light and power projects have been received from groups in nearly every State. The engineering, legal, and financial aspects of applications are being checked now by the staff of R. E. A. and it is expected that several will be authorized in the near future. Results will be evident as soon as work begins, for in addition to the help the program will give farmers, it will be a direct help to many branches of industry; lumbering, copper mining, glass and radio manufacturers, refrigerator builders, and producers of all kinds of equipment will receive a new impetus.

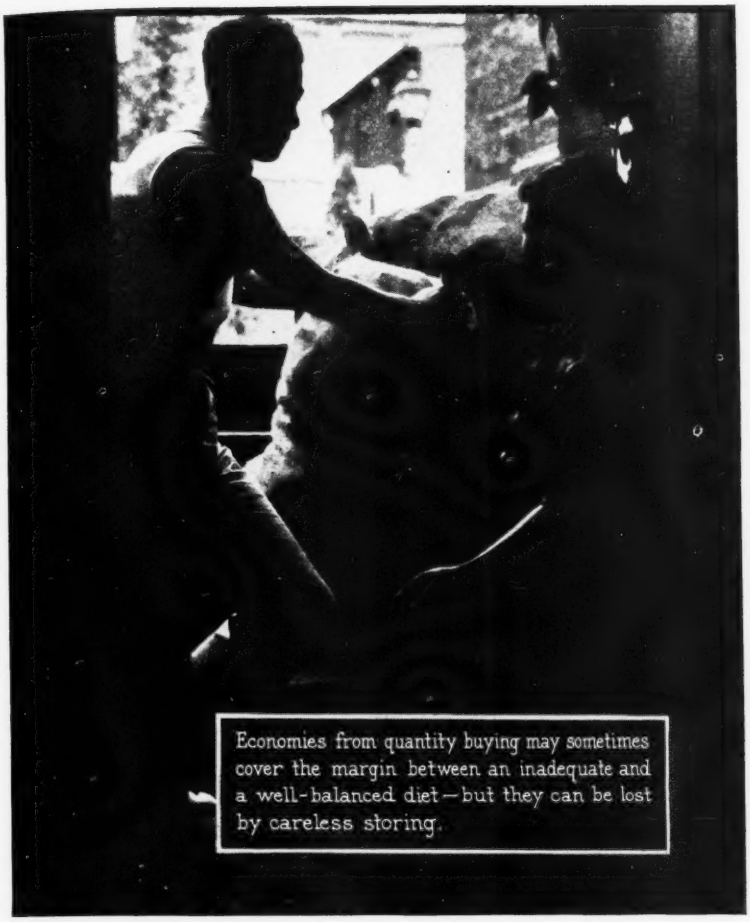
FIRST THING to do if you want to bring electricity to your farm is to discuss plans with your county agent. He may know of other people who also want electricity and will unite their efforts with yours. He may also know of others who propose to build electric lines in your county so that your line can be combined with other lines to make up a project.

THEN, as a group, obtain a county map or a highway map which shows clearly the roads where electric service is desired. On this map spot the farms, gas stations, etc., that are interested in receiving electric service, indicating the distances between each. This can be done by taking the mileage readings on the speedometer of your automobile. Also give the distance to the nearest power supply, the name of the organization owning it, and the wholesale rate.

TO ASSIST R. E. A. in estimating the amount of current that may be used, give the uses that you believe each prospective customer will make of the service. Also indicate the type of farm, whether a large dairy farm, cotton, grain, etc. If possible give information as to arrangements that can be made for operating the extension when made. Send it to R. E. A., Washington, D. C.

WHEN AN APPLICATION has been received and put in project form, it will be submitted to careful checking and analysis.

Three more of the 200 ways electricity on the farm and in the home can end the drudgery of housework and do chores for over-worked farmers.



Economies from quantity buying may sometimes cover the margin between an inadequate and a well-balanced diet—but they can be lost by careless storing.

How do you store?

Here are some simple rules for safe home storing of fruits and vegetables.

WHETHER FOOD costs can be cut by storing large supplies depends on each individual consumer's set-up.

FARMERS GROWING plenty of garden produce at practically no cash cost and having the right kind of storage facilities are naturally wise to make every storable food go as far around the year as it will.

PEOPLE WHO PURCHASE all their food have more figuring to do. They must figure the difference between buying their winter's supply in large and in small amounts, in connection with their storage possibilities. Putting away food at a time when it costs little against the day when it would cost much more is economy. So is buying in large enough quantities to lower the unit cost appreciably. But these economies both hinge on whether you have the space to store the food without waste canceling out the savings.

SPACE SETS a limit on storage possibilities. Some people, housekeeping in a kitchenette, must buy most things in small quantities. Others have enough space but not of the right sort to store all foods. Most town peo-

ple, even though they have plenty of storage space, will find it pays to buy only certain foods in large quantities, since many fruits and vegetables can be bought just as cheaply fresh each time.

ECONOMY SOMETIMES seems expensive, especially when it means laying out a big proportion of our food money for the month at one time against the future's requirements of one food. But the less money we have the more economy is called for. Starting gradually with one food, such as potatoes, and getting into the economy-quantity system with that food will result in enough saving to start on another food. In the end the economy may mean the difference between having enough for a correct diet and feeding the family inadequately.

IF YOU are a town consumer with cellar or attic to store in, these tips may help save you money. If you live in an apartment, you may still find some of them helpful, perhaps by getting the use of part of the basement of your apartment house, or drawing other compromises with complete storage economy.

WITHOUT EFFORT further than putting the fruit and vegetables away and taking them out as needed, consumers can save large fractions of their food bills. But larger fractions can be saved by taking thought and making the most of all storage facilities. The basement, for instance, can be subdivided to meet more accurately the storage needs of different fruits and vegetables.

FURNACE ROOM STORAGE suits some foods but is too warm and too dry for others. If your basement is all one room, you can either accept your limitations for storing or you can partition off one corner. Choose a corner with a window for ventilation. An earth floor is best but if you have a concrete floor you may still have enough humidity for your storage.

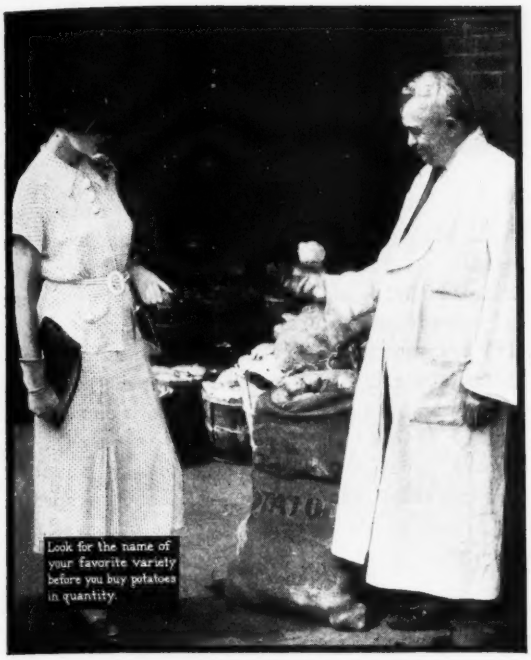
DARKNESS is essential. The best way to get correct ventilation without light is to board up the window and cut two holes in the boarding, one at the top and one at the bottom. Through the lower one put a pipe to carry the fresh air down close to the floor. This pipe should have some device for controlling the supply of air. A stove pipe with an elbow and a damper is perfect. The upper opening should have a small trapdoor which can be opened to let out the stale air.


Sample an orange or two before you buy a crate.

LESS ELABORATE storing can be done by painting the basement window black and regulating the air intake by opening the window at night when the weather is right outside to admit air of the correct temperature. Even less care than this will still permit noticeable saving, but the more you propose to save the more scientific should be your planning.

CANNED GOODS which you buy regularly may often be bought at a much lower price by the dozen cans or the case. Store them in a cool but not cold, dry place. Food in glass should be stored in the dark.

FRESH FRUITS and vegetables most advantageous to store are oranges, potatoes, apples, onions, and perhaps sweetpotatoes depending on the season and your rate of consumption. Pumpkins and squash store easily and if you happen to pick them up at a bargain in their season they may prove to be an economy. Cabbages, beets, carrots, salsify, parsnips, and turnips, and even celery can be stored by following correct methods, but for most city consumers what little saving could be accomplished on these vegetables would not balance the storage labor.



ORANGES BOUGHT by crate or half-crate may well mean the difference between not having oranges at all and having plenty for a healthful diet for all the family. Bulk oranges can be purchased, too, by bushel, half-bushel, or peck. Not only is the cost per dozen cut drastically but full value is assured when consumers can first cut samples open and make certain of quality right through the box.

ORANGES KEEP longest when storage is coldest—but not below 32 degrees. No fruits or vegetables should be allowed to freeze. The colder your storage room the more citrus fruit you may safely plan to store at once. But even with nothing more than a kitchenette you can take advantage of quantity buying by sharing with neighbors. At room temperature oranges will keep long enough for many juice-drinking families to use up half a crate.

APPLES KEEP best under the same treatment given citrus fruit. The colder the storage room—above freezing—the longer apples keep that crisp quality we like. The warmer the room the sooner the apple takes on a mealy ripeness.

POTATOES PRESENT entirely different storage problems. They, too, keep longer at a lower temperature, but what we gain in conservation we lose in cooking quality. At temperatures below 40 degrees potatoes increase their sugar content. The tragedy of sugar-loss in corn and peas and lima beans is reversed with potatoes, where sugar-gain is the tragedy. People don't like Irish potatoes to be sweet. Taste is not the only trouble when making French fries or potato chips, for when they are cooked they turn brown because the sugar caramelizes, and they get a burned flavor. Potato-chip manufacturers made this discovery and now stipulate potatoes that have never seen cold storage. Potatoes should always be stored in the dark since in the presence of light they will tend to become green with the development of a poisonous principle which has been known to cause violent illness or even death.

OPTIMUM TEMPERATURE for storing potatoes with cooking quality in view is 60 degrees—not very much cooler than your kitchen. But some potatoes may sprout before you use them if you keep a very large quantity at this temperature. A limited amount of sprouting apparently does not injure the food value.

COMPROMISE TEMPERATURE is indicated with potatoes. Your ventilated corner basement room can be kept between 50 and 60 degrees. Your oranges and apples may stand next to the outside wall in the coldest part, and potatoes next to the furnace room wall.

SUMMER TEMPERATURES even in the basement probably suit potatoes better than either apples or oranges, which does not throw our storage plans out of gear, since winter months are top times for using apples and citrus fruit.

SUMMER POTATOES, even at high-cooking quality and short-keeping temperatures, are likely to be safe bets for storing, since from May through October consumers are getting new potatoes in the market which have probably not already lived out as much of their useful life as the usual winter potatoes may have lived before consumers buy them. Potatoes will keep about 13 weeks and keep their cooking quality. In summer consumers can count on keeping potatoes 5 or 6 weeks even at a temperature of 60 degrees.

CHIEF DRAWBACK in storing potatoes is the danger of finding you do not like the potatoes after investing in a large quantity of

them. This problem is solved in the case of oranges by cutting open a sample or two before buying, and apples can be tasted. But in buying potatoes consumers may easily be stuck with a type they don't like. The solution is in learning the different varieties of potatoes and looking for the name of your favorite variety on your hundred-pound bag. Once you know what variety you like you are surer of knowing what you are buying than when buying small quantities, for potatoes in paper bags never have the variety marked on them and few grocers can tell you.

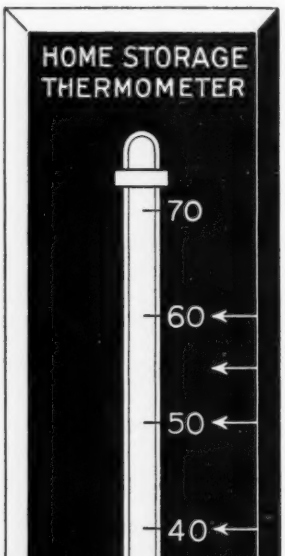
MANY FINE varieties of potatoes are grown in the country, and much depends on your taste and the part of the country where you live, and the season of the year. But for good generally grown varieties you can't go wrong on a hundred-pound bag of Green Mountains or Irish Cobblers.

SWEET-POTATOES can be kept in the furnace room, since they need less humidity and higher temperature. Or they can go on a shelf near the kitchen stove, or even in the attic if the temperature there does not get below 55 degrees. They should be handled with care, since they bruise easily.

PUMPKINS AND SQUASH can go along with the sweetpotatoes, laid separately on a shelf.

THE ATTIC comes into its own when onions are stored. Any dry, not too warm place is where onions belong. It may even be moderately warm if it is dry too. Most good cooks with large families will have no trouble at all in using a 50-pound bag of onions, and will notice a difference in price and convenience.

CABBAGES STORE well and easily but their all-pervading odor makes them unwelcome tenants in the basement. This, together with their low price on the winter market, makes them an impractical storage consideration for the city household. But gardeners with no cash consideration and plenty of outdoor space can store cabbage in pits or in outdoor cellars on shelves. Another interesting possibility is to pull the cabbage, root and all, and store by a method that provides the family with cabbage sprouts for greens in the spring after the cabbages have been cut.



COMPLETE INSTRUCTIONS for consumers who wish to learn this and other more ambitious methods of storing are compiled in the Government publication, "Home Storage of Vegetables", published by the Bureau of Plant Industry of the Department of Agriculture. Send 5 cents to the Superintendent of Documents, Washington, D. C., and ask for Farmers' Bulletin No. 879.

MORE TECHNICAL information is available in "The Commercial Storage of Fruits, Vegetables, and Florists' Stocks", published by the same bureau. It costs 5 cents and can be bought from the Superintendent of Documents under the title, "Department of Agriculture Circular No. 278."

SIMPLER FACTS about handling all food to prevent waste are in "Care of Food in the Home." Ask for Farmers' Bulletin No. 1374 and buy it for 5 cents from the Superintendent of Documents, Washington, D. C.

Consumer-Farmer Briefs from Washington

THE AUGUST financial report from the office of the AAA comptroller should be of interest to the consumer. It reveals that during the fiscal year 1935 the AAA expended a total of $807,868,134.47 from available funds amounting to $960,334,220.63 plus June processing tax collections not recorded in this report. This means that the Triple A conducted its business with sufficient eye to economy to come out well in the "black", carrying a balance of $152,466,086.16 plus June taxes forward into the current fiscal year.

AAA

THE REPORT states that "the expenditures included $563,438,812.77 in rental and benefit payments to farmers under adjustment contracts in five commodity programs; $12,591,-001.49 for removal and conservation of surplus agricultural commodities; $148,520,819.96 for drought relief, food conservation, and disease eradication activities; $13,704,070.23 in connection with trust-fund operations; $38,583,-642.13 for administrative expenses; $30,292,-782.89 for refunds of taxes; and $737,005 for disbursement expenses."

AAA

THE TOTAL funds quoted as available included those collected in processing taxes during the year 1935 as well as processing tax receipts carried over from the preceding year's program. Also, appropriations and trust funds and other minor revenue sources. Figures on processing tax collections for June 1935 were not available at the time the report was prepared, and this would add approximately $30,-950,261 to the amount of funds available from this source.

OF THE $11,038,390 loaned to farmers under the 1934 corn loan program, less than $200,000 remains to be repaid, it has been announced by the Commodity Credit Corporation.

A FEW OVER 300 loans of the 15,689 made were outstanding on July 17, representing a total of approximately $192,304. This, in one of the worst drought years the farmer has ever known, gives one added confidence in his willingness to pay his own way.

AAA

FOUR wild rice areas in Minnesota will be set aside for exclusive use by Indians, under the terms of a bill signed by President Roosevelt before Congress adjourned this summer. The Secretary of the Interior is given authority to acquire these rice lands.

The act also creates a permanent reserve in Clearwater County to be known as Wild Rice Lake Indian Reserve.

AAA

DR. E. B. MEIGS, in his studies of the effect of lack of Vitamin A in roughage fed cows, has discovered that Vitamin A is associated with the coloring matter, carotene, in the grasses grazed or fed as hay.

AAA

THIS DISCOVERY marked the first step in the perfection of a table or chart, by Dr. Meigs, by which it will be possible to determine, without going through laborious laboratory experiments, the Vitamin A content of various feeds and thus assure the ultimate consumer of getting higher percentages of this valuable food element in milk and beef products.

AFTER FALLING slowly from April 23 to July 30 the general level of retail food prices rose about 1 percent from July 30 to August 13. The August 13 index of retail food prices published by the Bureau of Labor Statistics was 122.3 percent of the 1913 average while the index for July 30 was 121.3. At the highest point reached this year on April 23 the food price index stood at 125.2.

ORDINARILY there is not a very pronounced seasonal movement in the index of all food prices. There is a slight tendency, however, for food prices to be lowest in February and highest in September and October. During the past year the movement of retail food prices has been very different from average. There was a sharp rise in January and February, when food prices ordinarily drop, and there was a moderate drop in food prices from the latter part of April through the month of July when food prices commonly are rising. The rise which occurred during the first half of August is in line with the usual seasonal movement.

ON AUGUST 13 retail prices of food averaged 9.4 percent above those of a year earlier and 14.6 percent above those of 2 years earlier. The August 13 food price index is about equal to that on May 15, 1931.

INCREASE in the level of food prices which occurred in the first half of August was due to higher prices of meat and meat products and to higher egg prices. The increase in egg prices during the 3 months from May to August was less than the average increase at this time of the year. Part of the increased price of meats and meat products also reflects the normal seasonal movement.

GREATEST increases from August 1934 have been in prices of meats and fats and oil.

CHANGES IN CITY RETAIL PRICES

Kind of food	Aug. 14, 1934	July 30, 1935	Aug. 13, 1935	Change in year	Above or below August 1929
Dairy products:	¢	¢	¢	%	%
Milk, qt.	11.3	11.7	11.7*	+3.5	-18.18
Cheese, lb.	23.6	25.0	25.1	+6.4	-33.60
Butter, lb.	32.1	30.7	30.7	-4.4	-42.83
Beef:					
Round steak, lb.	29.0	36.1	36.8	+26.9	-21.70
Rib roast, lb.	22.6	29.6	30.0	+32.7	-21.05
Chuck roast, lb.	16.5	23.1	23.1	+40.0	-25.72
Pork:					
Chops, lb.	25.8	38.3	39.7	+53.9	-1.00
Lard, lb.	11.3	19.6	20.7	+83.2	+12.50
Whole smoked ham, lb.	23.9	29.7	33.1	+38.5	——
Lamb:					
Leg of lamb, lb.	24.7	26.5	26.5	+7.3	-34.24
Breast lamb, lb.	10.3	13.0	12.7	+23.3	——
Square chuck, lb.	18.2	20.7	20.7	+13.7	——
Poultry and Eggs:					
Hens, lb.	24.0	28.2	28.3	+17.9	-28.17
Eggs, doz.	30.3	34.5	36.0	+18.8	-25.31
Bread:					
White, lb.	8.3	8.3	8.3	——	-7.78
Rye, lb.	8.8	9.0	9.0	+2.3	——
Whole, wheat, lb.	8.9	9.0	9.0	+1.1	——

*3.5-4.6 percent butterfat.

(continued)

Your Food D

Meat prices in mid-August 1935 were 33.2 percent higher than last year. Fats and oil prices were 55.1 percent higher. Items in these groups which have increased the most since last year are: lard, which advanced 83.2 percent above last year's levels; pork chops, 53.9 percent; and plate beef, 51 percent. With the exception of eggs, which are quoted at 18.8 percent above prices of a year ago, prices of other groups of food are about the same as they were a year ago. The index of cereal foods was 0.7 percent above last year, dairy products up 1.1 percent, and sugar and sweets up 1.8 percent. On the other hand, fruit and vegetable prices averaged 8.6 percent below last year's level and prices of beverages averaged 1.3 percent below last year.

CHANGES IN CITY RETAIL PRICES

Kind of food	Aug. 14, 1934	July 30, 1935	Aug. 13, 1935	Change in year	Above or below August 1929
Cereal products:	¢	¢	¢	%	%
Flour, 1b	5.0	4.9	4.9	-2.0	-5.77
Macaroni, 1b	15.7	15.7	15.6	-0.6	-20.81
Wheat cereal (28-oz. pkg.)	24.3	24.7	24.5	+0.8	-3.92
Vegetables - canned:					
Corn, #2 can	11.3	13.0	12.9	+14.2	-18.35
Peas, #2 can	16.8	17.4	17.3	+3.0	+4.22
Tomatoes, #2, #2½ can	10.4	10.3	10.1	-2.9	-26.81
Vegetables - fresh:					
Potatoes, 1b	2.0	1.9	1.8	-10.0	-55.00
Onions, 1b	4.5	4.5	4.1	-8.9	-35.94
Cabbage, 1b	3.6	2.6	2.6	-27.8	-53.57
Vegetables - fresh:					
Lettuce, head	9.5	9.1	8.2	-13.7	———
Spinach, 1b	8.8	7.0	8.0	-9.1	———
Carrots, bunch	4.9	4.5	4.4	-10.2	———
Fruits - canned:					
Peaches, #2½ can	18.6	19.7	19.7	+5.9	———
Pears, #2½ can	21.4	23.0	22.9	+7.0	———
Pineapple, #2½ can	22.4	22.7	22.7	+1.3	———
Fruits - fresh:					
Apples, 1b	6.0	5.4	5.3	-11.7	———
Bananas, doz., 1b	23.5	21.9	21.3	-9.4	-33.23
Oranges, doz	37.5	32.3	32.2	-14.1	-29.23

Bill

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FRESH FRUITS and vegetables are particularly low in price at the present time. Supplies of most foods in this group are very plentiful and the quality is generally good at this time of the year. Prices are especially low on some of the more stable vegetables which are used by practically all families. Potatoes and cabbage, for example, are selling at unusually low prices.

TOTAL FARM income from the sale of the principal farm products during the first 6 months of 1935 has recently been estimated by the Bureau of Agricultural Economics at 2,585 million dollars compared with 2,330 million dollars during the same period of 1934. Cash receipts

from the sale of principal farm products in June 1935 were 6 percent above those of June 1934. Greatest increase in receipts was in Indiana and in neighboring States where feeding conditions this year are very much better than a year ago. Present prospects are that farm income from the sale of farm products in the second half of the year will be somewhat higher than in the latter half of 1934. Rental and benefit payments, however, may be smaller and consequently the total cash income of farmers in the second half of 1935 is likely to be about equal to that of the latter half of 1934.

WEATHER conditions this summer will have a decided effect on food supplies and food prices for the next year. July weather was particularly favorable for crops in the central and eastern Corn Belt and greatly improved the prospective corn crop. There will be a greatly increased supply of feed this year compared with last, and this will help gradually to relieve the shortage of meats and other livestock products. Supplies of poultry and eggs will probably be increased to normal during the fall or early winter while it will take much longer than this to increase supplies of meat very substantially. The abundant feed crops of this year will tend to hasten such a recovery. The most important decrease in crop prospects is that for the wheat crop, but present indications are that this year's wheat crop, together with the carry-over from last year, will be enough to take care of domestic requirements except for certain special grades of hard wheat and to allow for a somewhat reduced carry-over into the 1936 crop year. It will not be sufficient, however, to allow for exports of wheat from this country and for that reason wheat prices here will probably continue to be above Liverpool prices.

DAIRY PRODUCTS

ONLY CHANGE in average retail prices of dairy products during the first half of August was an increase of 0.1 cent a pound in the price of cheese. Milk continued at 11.7 cents a quart and butter at 30.7 cents a pound. Butter prices in mid-August averaged less than they did a year ago at that time.

SUPPLIES of butter and other dairy products during the remainder of this year are likely to be considerably higher than they were in the same period in 1934. Butter stocks are much larger than they were a year ago and production is also running ahead of last year. This is due mainly to better pasture conditions and more plentiful feed which more than offsets the drop in the number of dairy cows.

ABOUT 6 percent fewer milk cows are on the farm now than a year ago. This does not indicate small supplies of milk, however, particularly since a year ago there were more milk cows than ever before on record. With average conditions of pasture and normal supplies of feed there should be a plentiful supply of milk and dairy products.

WHOLESALE PRICES of butter went up in August. The average wholesale price of 92-score butter in New York was 23.9 cents a pound for the week ending August 3 and 25.2 cents for the week ending August 24. A small increase in retail prices of butter is not unlikely in the near future but no marked advance in the prices of butter and other dairy products is anticipated at the present time.

LAST SPRING imports of butter attracted a good deal of attention. Imports have fallen off rapidly during the past few months and are likely to be very small during the rest of this year. At present prices the importation of butter is not profitable.

Average Retail Prices, August 13, 1935 (cents)

Markets	Milk, fresh: Quart (delivered)	Milk, fresh: Butterfat range	Cheese (lb.)	Butter (lb.)
United States	11.7	3.5–4.6	25.1	30.7
New England:				
Boston	11.7	3.7–4.0	25.9	30.0
Bridgeport	13.0	3.8	28.4	31.3
Fall River	13.0	3.8	25.3	29.7
Manchester	12.0	3.8–4.1	25.7	29.9
New Haven	13.0	3.8–4.05	26.3	31.7
Portland, Maine	12.0	4.0–4.1	26.6	30.0
Providence	13.0	3.7–3.8	25.1	29.2
Middle Atlantic:				
Buffalo	12.0	3.6–3.7	25.8	29.1
Newark	13.0	3.5–3.7	28.0	32.9
New York	12.5	3.5–3.7	28.9	31.9
Philadelphia	11.0	3.5–4.0	29.0	33.6
Pittsburgh	11.0	3.6–4.6	27.0	31.0
Rochester	12.0	3.8	27.0	29.1
Scranton	11.0	3.8	26.4	29.9
East North-Central:				
Chicago	11.0	3.6–3.8	27.6	30.4
Cincinnati	12.0	3.7	24.7	29.6
Cleveland	9.0	3.5	26.5	30.7
Columbus	10.0	4.0	25.9	30.7
Detroit	12.0	3.6–3.7	24.8	31.1
Indianapolis	10.0	3.8–3.9	24.3	31.0
Milwaukee	10.0	3.6–3.63	27.1	29.1
Peoria	11.0	3.8–4.0	22.9	29.0
Springfield, Ill.	11.1	4.0	22.4	29.7
West North-Central:				
Kansas City	11.0	3.8–4.0	25.3	29.6
Minneapolis	10.0	3.5–3.7	23.8	28.3
Omaha	10.0	3.8	25.8	29.3
St. Louis	12.0	3.7–3.8	24.4	30.7
St. Paul	10.0	3.6–3.7	24.4	28.7
Sioux Falls	10.0	4.0–4.1	23.7	28.6
Wichita	10.0	3.7–4.0	21.0	26.0
South Atlantic:				
Atlanta	14.0	4.3–4.4	24.4	32.5
Baltimore	12.0	4.0	25.5	32.7
Charleston, S. C.	15.0	4.0–4.3	22.9	30.7
Jacksonville	15.0	4.0–4.5	22.7	30.6
Norfolk	14.0	3.8	22.7	31.8
Richmond	12.0	3.5	23.3	30.5
Savannah	14.0	4.0–4.5	22.2	30.7
Washington, D. C.	13.0	4.1–4.2	26.3	32.6
Winston-Salem	——	4.3	23.7	31.6
East South-Central:				
Birmingham	14.0	4.3–4.5	21.3	32.6
Knoxville	10.0	4.0–4.2	25.8	32.6
Louisville	12.0	4.0	25.1	29.5
Memphis	10.5	3.5–4.5	21.4	30.5
Mobile	13.0	4.0–4.5	22.3	29.0
West South-Central:				
Dallas	11.0	4.4	26.7	28.6
El Paso	----	4.0	26.2	31.7
Houston	12.0	4.0–4.5	21.5	30.4
Little Rock	12.0	3.8–4.5	22.9	28.5
New Orleans	11.0	4.2–4.5	24.2	31.1
Oklahoma City	11.0	4.0	27.5	30.2
Mountain:				
Butte	10.0	3.5–3.7	23.8	29.1
Denver	10.7	3.8	27.2	31.0
Salt Lake City	10.0	3.8	21.6	32.4
Tucson	12.0	3.8–4.0	25.0	32.0
Pacific:				
Los Angeles	11.0	4.0	26.6	33.0
Portland, Oreg.	10.5	4.0	23.1	32.0
San Francisco	12.0	4.0–4.2	28.2	33.4
Seattle	9.0	4.0	22.0	32.6

Average Retail Prices, August 13, 1935 (cents)

Markets	White (lb.)	Rye (lb.)	Whole wheat (lb.)
United States	8.3	9.0	9.0
New England:			
Boston	8.3	9.2	8.9
Bridgeport	8.7	9.1	9.2
Fall River	7.8	8.4	8.9
Manchester	8.2	9.0	8.7
New Haven	8.5	8.9	9.3
Portland, Maine	9.1	9.6	9.4
Providence	8.2	8.8	9.4
Middle Atlantic:			
Buffalo	8.3	8.5	9.4
Newark	9.1	9.5	9.6
New York	8.9	9.0	9.6
Philadelphia	8.7	9.9	10.8
Pittsburgh	8.4	9.0	9.2
Rochester	8.1	8.2	9.0
Scranton	9.3	9.6	9.9
East North-Central:			
Chicago	7.4	7.9	8.9
Cincinnati	7.8	9.4	9.5
Cleveland	7.8	8.3	8.7
Columbus	8.1	9.1	9.3
Detroit	7.2	7.7	8.0
Indianapolis	7.4	7.7	8.9
Milwaukee	6.7	6.7	10.0
Peoria	7.9	9.1	9.2
Springfield, Ill	8.8	9.6	9.7
West North-Central:			
Kansas City	7.9	9.0	9.1
Minneapolis	8.4	8.8	9.3
Omaha	8.4	9.2	8.8
St. Louis	8.2	9.0	9.5
St. Paul	8.5	9.0	9.6
Sioux Falls	9.4	9.6	9.6
Wichita	7.7	9.2	7.9
South Atlantic:			
Atlanta	9.1	9.4	9.0
Baltimore	8.8	9.5	9.5
Charleston, S. C	9.2	9.8	10.0
Jacksonville	9.6	10.1	10.0
Norfolk	8.5	8.7	9.0
Richmond	8.5	8.7	9.0
Savannah	9.3	10.0	10.5
Washington, D. C	8.4	8.8	8.9
Winston-Salem	10.7	10.7	11.0
East South-Central:			
Birmingham	9.8	9.9	10.0
Knoxville	—	—	—
Louisville	7.4	8.0	8.5
Memphis	8.4	8.9	9.3
Mobile	9.3	10.0	10.0
West South-Central:			
Dallas	7.9	8.0	7.8
El Paso	6.2	—	—
Houston	6.4	8.5	8.6
Little Rock	9.9	9.7	10.1
New Orleans	8.3	8.7	9.7
Oklahoma City	9.8	10.1	9.9
Mountain:			
Butte	9.5	9.6	9.6
Denver	7.6	9.1	8.0
Salt Lake City	6.7	9.4	6.7
Tucson	10.0	10.0	10.0
Pacific:			
Los Angeles	7.1	9.3	7.9
Portland, Oreg	9.1	9.9	9.2
San Francisco	9.3	9.0	8.9
Seattle	9.1	10.0	9.0

BREAD

BREAD PRICES remained unchanged during the first half of August. The average price of white bread on August 13 was quoted at 8.3 cents a pound, the same as the price on August 14, 1934. Rye bread and whole-wheat bread were quoted at 9 cents a pound whereas last year on August 14 rye bread was selling at 8.8 cents and whole wheat bread at 8.9 cents a pound.

WHOLESALE PRICE of flour went up during the latter half of July but dropped slightly in August. Probably at current prices the cost of bread ingredients averages a little higher than it did last year.

AS USUAL there is a wide range in bread prices reported in different cities. El Paso reports an average price of 6.2 cents a pound for white bread while Winston-Salem reports 10.7 cents a pound. While there is a good deal of difference in the quality of bread sold in the different stores, it is doubtful if differences of quality explain the wide differences in prices reported in various cities. In most cases these differences are due, to a considerable extent at least, to competitive conditions. In some cities bread is sometimes used as a "leader" in order to attract trade to the stores and in such cases it is sometimes sold at prices which will not cover the cost of manufacturing, distributing, and selling. In many other cities where there is little competition between bakeries prices of bread often appear to be out of line with the cost of materials.

RYE BREAD and whole-wheat bread in most parts of the country cost the consumer more than white bread although they are made from cheaper flour. On August 13 rye-bread prices were higher than the prices of white bread in all cities reporting except Milwaukee. In Milwaukee where rye bread is popular and sells in large quantities it is sold for the same price as white bread. In many other cities where rye bread is sold only as a specialty consumers have to pay a premium for it.

CEREAL PRODUCTS

FLOUR DID NOT change in cost during the first half of August. Macaroni dropped 0.1 cent a pound and the price of wheat cereal dropped 0.2 cent a 28-ounce package. Prices of flour and macaroni in mid-August were both slightly below the levels of last year. Wheat cereal prices were slightly higher.

MOVEMENT of wheat prices in wholesale markets was rather irregular in June, July, and August, but August prices averaged somewhat higher than those of July.

REDUCTION in the prospective wheat crop was estimated in August. This would mean that wheat prices in the United States again will be considerably above an export basis throughout most of the 1935-36 season. Ordinarily wheat prices in this country are approximately equal to prices in Liverpool minus the cost of transporting wheat from our markets to Liverpool. This relationship exists, however, only when we have a surplus of wheat which must be shipped abroad.

PRESENT PROSPECTS are that we will have little, if any, wheat to export this year, but that this year's crop together with carry-over will be sufficient to care for ordinary domestic consumption. The carry-over at the end of the crop year, however, may be reduced.

LAST YEAR the United States imported 14 million bushels of wheat. About 8 million bushels of this represented low-grade wheat to be fed to livestock and about 6 million bushels, mostly durum wheat, was for seed and for use in the manufacture of macaroni. It will not be necessary to import wheat for either of these purposes this year if present prospects are borne out. However, there will be short supplies of good milling hard wheats this year and this will probably necessitate some imports of hard red spring wheat from Canada.

Average Retail Prices, August 13, 1935 (cents)

Markets	Flour (1b.)	Macaroni (1b.)	Wheat cereal (28 oz. pkg.)
United States	4.9	15.6	24.5
New England:			
Boston	4.8	15.2	23.8
Bridgeport	5.3	16.4	24.9
Fall River	5.0	16.6	23.1
Manchester	5.0	17.4	25.6
New Haven	5.3	16.5	24.0
Portland, Maine	4.8	17.8	24.3
Providence	4.9	14.9	23.1
Middle Atlantic:			
Buffalo	5.3	16.5	24.9
Newark	5.4	16.3	24.3
New York	5.6	16.8	23.6
Philadelphia	5.0	16.4	24.9
Pittsburgh	4.6	15.9	23.5
Rochester	5.4	15.9	23.5
Scranton	5.1	17.6	24.3
East North-Central:			
Chicago	5.0	13.9	24.9
Cincinnati	4.7	15.6	22.6
Cleveland	4.9	17.0	23.5
Columbus	4.4	17.6	21.9
Detroit	4.7	14.8	23.5
Indianapolis	4.4	15.2	25.7
Milwaukee	4.8	14.2	24.3
Peoria	5.0	16.5	25.0
Springfield, Ill	5.4	15.1	25.9
West North-Central:			
Kansas City	4.8	16.8	23.5
Minneapolis	4.9	14.1	21.9
Omaha	4.6	19.2	24.9
St. Louis	5.1	16.5	25.6
St. Paul	4.9	14.2	23.6
Sioux Falls	4.9	15.1	25.6
Wichita	4.4	16.3	24.2
South Atlantic:			
Atlanta	5.5	17.7	26.6
Baltimore	5.0	15.6	24.2
Charleston, S. C	5.4	15.4	25.0
Jacksonville	5.6	14.8	26.4
Norfolk	5.0	15.3	25.6
Richmond	4.9	15.3	23.3
Savannah	5.3	16.3	25.6
Washington, D. C	5.5	15.8	24.0
Winston-Salem	4.0	16.0	27.3
East South-Central:			
Birmingham	5.1	13.1	25.0
Knoxville	4.4	12.6	27.1
Louisville	5.0	14.3	24.2
Memphis	5.7	14.1	28.0
Mobile	5.1	16.7	25.6
West South-Central:			
Dallas	4.7	18.2	26.8
El Paso	5.1	16.9	27.5
Houston	4.6	13.2	23.0
Little Rock	4.6	15.5	29.9
New Orleans	6.0	9.6	24.2
Oklahoma City	5.1	13.0	28.9
Mountain:			
Butte	4.7	16.6	25.9
Denver	4.0	16.0	24.7
Salt Lake City	3.6	17.4	25.2
Tucson	5.1	16.9	25.9
Pacific:			
Los Angeles	4.3	14.4	24.0
Portland, Oreg	4.4	15.2	22.1
San Francisco	4.8	15.9	23.8
Seattle	4.5	16.6	26.1

Average Retail Prices, August 13, 1935 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	36.8	30.0	23.1
New England:			
Boston	47.6	34.4	28.0
Bridgeport	44.1	36.1	29.3
Fall River	44.3	30.4	24.9
Manchester	45.8	30.1	27.2
New Haven	46.8	36.4	28.6
Portland, Maine	44.4	34.1	26.0
Providence	46.6	35.1	28.5
Middle Atlantic:			
Buffalo	36.0	29.2	23.2
Newark	44.5	34.2	27.9
New York	40.4	34.5	26.1
Philadelphia	41.9	37.4	27.8
Pittsburgh	35.6	31.4	22.8
Rochester	35.6	28.8	24.1
Scranton	40.5	34.7	27.6
East North-Central:			
Chicago	37.6	32.2	25.9
Cincinnati	40.4	34.0	26.9
Cleveland	37.0	31.4	26.4
Columbus	39.1	31.6	25.9
Detroit	36.4	28.8	24.2
Indianapolis	37.6	29.4	24.4
Milwaukee	35.6	29.3	25.6
Peoria	33.8	26.6	22.5
Springfield, Ill	35.7	26.9	22.3
West North-Central:			
Kansas City	34.1	29.1	20.7
Minneapolis	33.9	31.1	24.7
Omaha	36.2	26.2	23.0
St. Louis	36.8	27.1	21.4
St. Paul	32.7	30.1	24.2
Sioux Falls	30.8	24.1	21.3
Wichita	30.2	21.8	17.4
South Atlantic:			
Atlanta	37.0	29.1	25.1
Baltimore	35.1	30.7	22.3
Charleston, S. C	32.3	27.5	21.5
Jacksonville	30.3	27.8	20.8
Norfolk	35.6	30.0	22.4
Richmond	39.7	30.7	22.9
Savannah	29.5	26.2	18.4
Washington, D. C	42.8	32.2	25.5
Winston-Salem	30.4	22.6	20.8
East South-Central:			
Birmingham	37.3	28.1	22.7
Knoxville	31.8	26.3	20.8
Louisville	35.8	25.9	21.0
Memphis	38.0	27.8	17.1
Mobile	27.9	22.7	16.5
West South-Central:			
Dallas	37.5	31.5	21.8
El Paso	35.0	28.2	21.6
Houston	34.0	28.9	20.1
Little Rock	33.6	28.1	18.9
New Orleans	31.4	29.8	17.6
Oklahoma City	31.7	19.6	17.7
Mountain:			
Butte	26.5	22.6	17.5
Denver	34.3	25.9	22.0
Salt Lake City	32.1	25.9	21.1
Tucson	36.6	33.2	21.8
Pacific:			
Los Angeles	31.3	26.2	18.2
Portland, Oreg	25.1	21.0	16.1
San Francisco	31.2	27.9	17.8
Seattle	30.5	26.0	17.6

BEEF

BEEF PRICES went up again moderately during the first half of August. Round steak prices advanced 0.7 cent a pound and rib roast 0.4 cent a pound. There was no change in the average price of chuck roast.

PRICES of beef steers increased during August. Average prices of all grades of beef steers at Chicago went from $9.29 per 100 pounds for the week ending July 27 to $10.68 for the week ending August 24. This latter price was somewhat below prices quoted in April and May of this year.

SUPPLIES of slaughter cattle continue small. This is particularly true of the better grades. No substantial drop in prices of beef can be expected during the fall months this year. The number of cattle on feed on August 1 this year was much smaller than a year earlier but some expansion in cattle feeding is likely in the next 6 months because of the increased production of feed crops this year.

SLAUGHTER SUPPLIES of both cattle and sheep during the last half of this year are expected to be smaller than they were a year ago. Last year the drought and the resulting shortage of feed made it necessary for livestock producers to ship large numbers of cattle and hogs to market during the fall months. This temporarily depressed prices of meat animals and it was not until January of this year that the lower supplies of livestock began to be felt in the form of higher prices to the consumer.

ALTHOUGH marketings of grain-fed cattle will probably continue small during the remainder of this year, it is likely that in the first half of 1936 supplies of such cattle will be somewhat larger than they were in the first half of this year. There has been a substantial increase in the production of feed grains and hay this year and this should result in an increase in cattle feeding this fall and winter in nearly all areas. The largest increase is likely to occur in the western Corn Belt where feeding was greatly restricted last year because of the drought.

PORK PRODUCTS

PORK continued upward in price in the first half of August. During the 2 weeks ending August 13 pork chops went up 0.6 cent a pound, lard up 1.1 cents, and whole smoked ham was up 3.4 cents a pound. The August 13 price of lard was 83 percent above last year's levels. This is the greatest increase in price of any of the foods quoted by the Bureau of Labor Statistics.

WHOLESALE prices of hogs went up considerably during July and the first half of August but there was a moderate drop in the hog market during the week ending August 24. The top price at Chicago went above $12 per 100 pounds early in August. This is the highest level that has been reached since August 1929.

HOG MARKETINGS in recent months were the smallest for many years. Supplies of pork and lard in storage are also small. There is nothing in present prospects to indicate any substantial drop in the prices of hogs or in the prices of pork. When the 1935 spring crop is marketed this fall and winter a seasonal decline in prices may occur.

SUPPLY of hogs for slaughter in the 1935-36 marketing year, beginning next October, according to the summer hog outlook report issued by the Bureau of Agricultural Economics will be even smaller than the very small supplies in the current marketing year, but the seasonal distribution of marketings is likely to be quite different. During the winter season from October to April hog slaughter is likely to be considerably less than a year ago, but in the summer season from May to September 1936 supplies will likely be larger than this year. The downward trend in hog production which began in the fall season of 1933 apparently ended in the spring of 1935 and increasing production of hogs is likely for the next 2 years.

Average Retail Prices, August 13, 1935 (cents)

Markets	Chops (lb.)	Lard (lb.)	Whole smoked ham (lb.)
United States	39.7	20.7	33.1
New England:			
Boston	42.8	19.5	35.0
Bridgeport	40.6	20.3	34.3
Fall River	39.4	18.7	31.2
Manchester	39.1	19.9	34.9
New Haven	41.1	21.0	34.7
Portland, Maine	38.8	19.7	32.5
Providence	41.6	19.2	32.9
Middle Atlantic:			
Buffalo	42.1	19.2	32.2
Newark	42.7	21.6	35.4
New York	40.9	20.8	33.4
Philadelphia	42.4	21.8	33.4
Pittsburgh	41.6	20.5	34.8
Rochester	41.6	20.0	32.7
Scranton	40.4	22.4	34.1
East North-Central:			
Chicago	41.4	20.6	32.5
Cincinnati	42.3	21.9	33.8
Cleveland	42.8	22.4	33.6
Columbus	43.8	21.6	34.8
Detroit	43.3	20.8	35.8
Indianapolis	39.4	20.5	30.7
Milwaukee	39.7	20.6	32.6
Peoria	36.9	21.1	32.3
Springfield, Ill	36.2	21.2	33.5
West North-Central:			
Kansas City	39.1	21.9	33.3
Minneapolis	40.2	20.7	32.4
Omaha	36.2	21.5	32.7
St. Louis	39.1	20.6	34.3
St. Paul	37.0	20.6	30.9
Sioux Falls	33.4	21.7	32.3
Wichita	38.7	21.3	35.8
South Atlantic:			
Atlanta	36.5	21.8	30.5
Baltimore	39.5	20.7	33.5
Charleston, S. C	34.5	19.6	31.5
Jacksonville	34.2	20.8	32.6
Norfolk	35.6	18.6	31.9
Richmond	39.8	19.6	30.8
Savannah	32.0	19.8	30.8
Washington, D. C	42.8	21.1	31.9
Winston-Salem	33.7	19.1	30.4
East South-Central:			
Birmingham	37.0	20.4	33.1
Knoxville	36.3	20.4	33.8
Louisville	36.5	21.3	28.8
Memphis	37.5	21.1	32.9
Mobile	34.6	19.0	31.6
West South-Central:			
Dallas	36.1	21.9	29.1
El Paso	42.5	20.7	33.6
Houston	35.0	18.2	31.1
Little Rock	34.8	20.8	31.2
New Orleans	36.5	20.3	30.8
Oklahoma City	35.3	19.5	32.4
Mountain:			
Butte	34.4	22.1	33.1
Denver	37.5	22.8	33.8
Salt Lake City	39.7	24.2	35.2
Tucson	40.0	22.4	32.8
Pacific:			
Los Angeles	44.5	19.9	34.4
Portland, Oreg	39.7	20.0	36.0
San Francisco	42.1	20.0	34.5
Seattle	45.5	20.8	36.8

Average Retail Prices, August 13, 1935 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States	26.5	12.7	20.7
New England:			
Boston	26.2	13.6	16.0
Bridgeport	27.2	10.5	19.9
Fall River	26.2	11.2	19.7
Manchester	27.4	14.6	21.2
New Haven	26.8	12.0	22.0
Portland, Maine	21.1	14.6	19.6
Providence	25.5	14.9	20.4
Middle Atlantic:			
Buffalo	24.1	12.4	22.6
Newark	27.1	13.8	24.1
New York	26.9	12.4	20.2
Philadelphia	27.2	8.9	19.1
Pittsburgh	27.0	12.6	20.3
Rochester	24.5	13.4	21.5
Scranton	30.7	11.0	20.5
East North-Central:			
Chicago	26.1	11.9	22.7
Cincinnati	30.1	16.6	24.8
Cleveland	28.7	14.1	26.1
Columbus	29.9	16.9	26.6
Detroit	28.9	16.6	26.0
Indianapolis	29.9	13.5	22.8
Milwaukee	27.6	11.8	23.2
Peoria	27.9	12.4	22.2
Springfield, Ill	26.7	13.5	19.7
West North-Central:			
Kansas City	26.3	16.0	21.9
Minneapolis	25.8	10.8	21.9
Omaha	24.8	9.9	19.3
St. Louis	25.6	15.9	20.3
St. Paul	24.9	11.0	21.9
Sioux Falls	27.0	10.8	20.8
Wichita	26.3	10.6	20.3
South Atlantic:			
Atlanta	25.1	16.1	18.4
Baltimore	26.4	13.6	21.7
Charleston, S. C	28.8	15.0	20.0
Jacksonville	26.3	11.5	20.3
Norfolk	26.3	12.7	17.2
Richmond	28.0	14.0	22.1
Savannah	27.5	13.6	20.0
Washington, D. C	27.2	12.5	22.4
Winston-Salem	31.0	13.5	22.7
East South-Central:			
Birmingham	28.5	11.7	18.7
Knoxville	27.0	14.4	18.7
Louisville	28.4	15.0	22.5
Memphis	27.3	13.5	17.8
Mobile	27.3	12.5	17.8
West South-Central:			
Dallas	27.2	13.8	19.7
El Paso	26.6	15.6	21.4
Houston	30.6	15.2	19.2
Little Rock	26.8	13.0	18.6
New Orleans	25.2	13.1	16.3
Oklahoma City	24.8	12.8	18.8
Mountain:			
Butte	24.7	11.8	19.2
Denver	24.1	12.8	20.6
Salt Lake City	24.9	11.7	19.8
Tucson	27.6	12.3	21.8
Pacific:			
Los Angeles	23.8	10.5	17.4
Portland, Oreg	20.5	9.8	17.1
San Francisco	25.4	9.9	17.5
Seattle	23.3	11.0	18.5

LAMB

ONLY CHANGE in prices of lambs during the 2 weeks ending August 13 was a drop of 0.3 cent a pound in the price of breast of lamb. Lamb legs continued to be quoted at 26.5 cents a pound and square chuck at 20.7 cents a pound. While prices of lamb on that date were above those of last year the increase is considerably less than in the case of other meats. This is particularly true of leg of lamb, which averages about 7 percent above last year's price, while some competing meats have increased from 30 percent to more than 50 percent above prices paid a year ago.

DURING THE rest of this year slaughter supplies of lambs are likely to be considerably smaller than they were last year. Although lamb prices commonly drop somewhat during the fall months no substantial decrease is in sight for this year.

THE 1935 crop of lambs in the United States was estimated to be about 27,630,000 head. This is the smallest crop since 1929 and 7 percent smaller than the 1934 crop. The decrease in the lamb crop this year was entirely in the western sheep States.

FEED CONDITIONS in the Western States have been much better this year than last and it is expected that lambs marketed from those States will be heavier and of better grade than usual.

MARKETINGS OF lamb during the first part of the new crop year have been fairly large. For the first 3 months of the crop year from May to July 1935 inspected slaughter of lambs was nearly 20 percent more than in the corresponding months last year. Slaughter supplies during the fall months, however, will probably be smaller than last year and during the winter and early spring supplies are likely to be smaller than they have been for several years.

POULTRY AND EGGS

HENS WENT up in price 0.1 cent a pound and eggs 1.5 cents a dozen in the first half of August. Increase in egg prices is in line with the usual seasonal trend but the advance in hen prices is unusual at this time of the year. Prices of both hens and eggs in mid-August were about 18 percent higher than they were last year at that time due to smaller marketings of both hens and eggs.

RECEIPTS of eggs during the rest of this year may exceed those of the same months of 1934. However, storage holdings of eggs are relatively small for this time of the year and the probability is that the prices of eggs and poultry this fall will continue to be materially above last year's levels. Decrease in receipts of eggs in four markets from June to July of this year was 328,000 cases. The average June to July drop during the past 5 years has been 460,000 cases. This year there appears to have been a substantial increase in the production of eggs per bird due to more plentiful feeding. This situation is likely to continue during the rest of the year.

COMMERCIAL hatcheries produced 21 percent more chicks in the first half of 1935 than the year before. This will begin to affect receipts of poultry in the early fall but probably will not affect receipts of eggs very much until December.

PRICES OF eggs always increase during the fall and usually reach their peak about the end of November or early in December. Something like the usual seasonal movement in egg prices can be expected this year and possibly prices of poultry may be reduced somewhat as is usual during the fall. However, the very short supplies of other meats are likely to prevent any sharp drop in the prices of poultry this year.

Average Retail Prices, August 13, 1935 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States	28.3	36.0
New England:		
Boston	31.9	48.7
Bridgeport	34.4	50.5
Fall River	28.0	43.8
Manchester	30.9	46.0
New Haven	33.9	46.6
Portland, Maine	31.5	43.8
Providence	30.8	47.4
Middle Atlantic:		
Buffalo	30.0	37.1
Newark	35.0	47.7
New York	32.0	43.7
Philadelphia	32.8	39.1
Pittsburgh	30.4	36.0
Rochester	30.9	37.0
Scranton	36.9	36.6
East North-Central:		
Chicago	28.1	34.2
Cincinnati	27.2	33.4
Cleveland	32.1	36.2
Columbus	29.8	32.1
Detroit	31.7	33.2
Indianapolis	27.5	29.5
Milwaukee	25.1	30.9
Peoria	26.0	28.6
Springfield, Ill	25.6	29.2
West North-Central:		
Kansas City	26.9	31.2
Minneapolis	26.7	30.5
Omaha	24.7	29.9
St. Louis	26.1	32.6
St. Paul	25.6	30.3
Sioux Falls	23.8	25.6
Wichita	24.3	25.8
South Atlantic:		
Atlanta	23.7	34.5
Baltimore	31.4	37.8
Charleston, S. C	24.8	33.1
Jacksonville	25.9	40.5
Norfolk	26.4	35.1
Richmond	28.0	32.7
Savannah	22.2	31.8
Washington, D. C	31.6	42.1
Winston-Salem	26.0	31.4
East South-Central:		
Birmingham	21.3	31.1
Knoxville	25.0	32.0
Louisville	25.2	30.5
Memphis	22.3	31.4
Mobile	20.5	31.3
West South-Central:		
Dallas	24.6	31.6
El Paso	27.3	41.2
Houston	28.8	29.7
Little Rock	20.5	30.1
New Orleans	23.7	31.5
Oklahoma City	21.4	28.1
Mountain:		
Butte	24.8	38.4
Denver	27.7	38.6
Salt Lake City	27.2	35.8
Tucson	27.4	42.4
Pacific:		
Los Angeles	32.5	35.6
Portland, Oreg	25.7	33.1
San Francisco	33.2	36.3
Seattle	28.7	36.6

Average Retail Prices, August 13, 1935 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States	1.8	4.1	2.6
New England:			
Boston	1.6	4.1	3.2
Bridgeport	1.7	4.2	3.2
Fall River	1.4	4.4	3.6
Manchester	1.5	4.0	3.1
New Haven	1.5	3.8	2.4
Portland, Maine	1.4	4.2	2.6
Providence	1.4	3.5	3.3
Middle Atlantic:			
Buffalo	1.4	3.9	1.8
Newark	1.5	4.6	3.0
New York	1.9	4.3	3.1
Philadelphia	1.5	4.1	2.7
Pittsburgh	1.4	4.0	2.1
Rochester	1.2	4.0	2.3
Scranton	1.2	3.8	2.4
East North-Central:			
Chicago	2.1	3.8	2.1
Cincinnati	2.1	5.0	2.1
Cleveland	1.8	4.5	2.2
Columbus	1.9	5.3	2.4
Detroit	1.4	3.7	1.4
Indianapolis	1.6	4.8	2.1
Milwaukee	1.8	3.8	1.5
Peoria	1.8	4.8	2.6
Springfield, Ill	1.8	4.8	2.0
West North-Central:			
Kansas City	1.8	4.8	2.7
Minneapolis	1.5	4.1	1.9
Omaha	1.7	4.2	2.8
St. Louis	2.0	4.3	2.5
St. Paul	1.4	4.4	1.9
Sioux Falls	1.8	5.8	2.0
Wichita	1.8	4.5	2.5
South Atlantic:			
Atlanta	2.1	4.7	2.5
Baltimore	1.3	4.1	2.3
Charleston, S. C.	2.3	5.0	3.3
Jacksonville	1.7	4.8	3.0
Norfolk	1.7	4.6	3.5
Richmond	1.6	4.6	3.2
Savannah	2.2	4.5	2.0
Washington, D. C.	1.5	4.7	3.5
Winston-Salem	1.9	5.7	3.2
East South-Central:			
Birmingham	2.0	4.0	2.2
Knoxville	2.0	5.0	3.0
Louisville	1.7	3.9	2.6
Memphis	2.3	3.8	2.1
Mobile	2.2	3.7	3.0
West South-Central:			
Dallas	3.3	3.4	3.8
El Paso	2.1	3.3	2.9
Houston	2.9	3.4	3.6
Little Rock	2.0	3.8	2.7
New Orleans	2.0	4.1	3.5
Oklahoma City	2.0	3.8	2.7
Mountain:			
Butte	2.0	5.1	3.4
Denver	1.9	4.0	1.7
Salt Lake City	1.3	4.5	2.4
Tucson	2.1	4.2	2.7
Pacific:			
Los Angeles	2.0	2.8	1.8
Portland, Oreg.	1.9	2.6	2.6
San Francisco	2.1	3.8	6.5
Seattle	1.7	2.7	2.4

VEGETABLES

(Fresh)

PRICES OF potatoes and onions both dropped during the first half of August. There was no change in cabbage prices. The drop in potato prices amounted to 0.1 cent a pound and onion prices fell 0.4 cent a pound. All three of these vegetables were selling on August 13 at prices below those of last year. The drop in cabbage prices was particularly noticeable. Last year on August 14 prices averaged 3.6 cents a pound which was considered to be a very low price. This year prices are averaging only 2.6 cents a pound or a full cent below last year's level.

WHOLESALE PRICES OF potatoes dropped during late July and early August and no material advance is expected in the near future. Although there is some blight damage in the Northeastern States, the prospects for the crop as a whole improved during July. The total United States potato crop is forecast at 377,000,000 bushels which is 4 percent above the average for the years 1928-1932 but about 2 percent below last year's production. The average wholesale price of all varieties of new potatoes in New York dropped from $1.47 per 100 pounds for the week ending July 13 to 72 cents for the week ending August 17. In this period of a month, wholesale prices were cut nearly in half. Ordinarily potato prices continue to move downward at this period of the year until October or November.

CONDITION OF the late onion crop on August 1 was reported as better than average and much better than last year. The August 1 forecast of the total late crop is about 11,000,000 sacks compared with about 9,000,000 sacks harvested in 1934.

CABBAGE SUPPLIES continue to be very plentiful and probably supplies will continue liberal throughout the year. Prices are extremely low.

VEGETABLES

(Fresh)

DURING THE 2 weeks ending August 13 there was a substantial drop in the price of lettuce, a moderate drop in the price of carrots, and an increase in the price of spinach. Lettuce prices were reduced 0.9 cent a head, carrot prices fell 0.1 cent a bunch, and spinach prices were up 1 cent a pound. All three of these vegetables sold at prices considerably below last year's levels. Many other fresh fruits and vegetables were also selling at prices below those of last year.

THE QUALITY of lettuce shipped from California in early August showed considerable improvement. Weather was favorable to growth and young lettuce appeared to be in good condition.

SUPPLIES of spinach and carrots in most markets are now coming largely from near-by market areas and very little is known about crops in these areas. Most of the local market crops are trucked directly to the cities by farmers.

THERE APPEARS to be an abundance of fresh fruits and vegetables in most markets and prices are reasonable.

Average Retail Prices, August 13, 1935 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States	8.2	8.0	4.4
New England:			
Boston	8.0	9.2	5.3
Bridgeport	10.0	10.1	5.3
Fall River	7.9	8.9	5.2
Manchester	7.4	8.8	4.8
New Haven	8.6	8.0	4.0
Portland, Maine	9.3	8.0	5.4
Providence	8.7	8.7	4.5
Middle Atlantic:			
Buffalo	7.3	7.1	4.7
Newark	9.5	11.1	5.1
New York	9.5	13.9	5.4
Philadelphia	9.1	9.6	4.1
Pittsburgh	8.6	11.7	3.3
Rochester	8.8	8.2	2.6
Scranton	9.0	8.8	5.1
East North-Central:			
Chicago	8.3	10.3	3.2
Cincinnati	9.4	5.7	3.3
Cleveland	8.8	9.4	4.1
Columbus	10.1	7.6	3.8
Detroit	8.1	8.8	3.7
Indianapolis	9.9	5.2	3.7
Milwaukee	7.9	8.2	2.3
Peoria	8.4	8.1	5.6
Springfield, Ill	8.9	6.6	5.1
West North-Central:			
Kansas City	8.4	4.7	5.2
Minneapolis	7.4	8.9	3.1
Omaha	9.0	10.0	3.0
St. Louis	8.4	8.1	5.1
St. Paul	8.9	7.6	3.0
Sioux Falls	9.8	7.3	2.3
Wichita	7.4	7.8	4.8
South Atlantic:			
Atlanta	9.3	6.0	6.9
Baltimore	9.6	10.6	6.6
Charleston, S. C	10.3	9.2	6.4
Jacksonville	8.3	11.3	6.1
Norfolk	10.2	4.9	4.6
Richmond	9.1	6.7	4.5
Savannah	9.0	8.5	9.0
Washington, D. C	9.9	6.9	7.0
Winston-Salem	11.5	9.0	8.5
East South-Central:			
Birmingham	8.2	8.4	4.9
Knoxville	8.3	7.0	7.3
Louisville	8.1	—	3.6
Memphis	5.9	7.5	4.7
Mobile	8.4	8.6	6.0
West South-Central:			
Dallas	6.4	11.5	6.1
El Paso	5.2	9.2	3.1
Houston	5.3	6.9	5.2
Little Rock	5.8	9.3	5.8
New Orleans	7.7	7.9	6.2
Oklahoma City	6.0	9.5	4.7
Mountain:			
Butte	8.9	8.8	3.7
Denver	7.5	4.7	2.7
Salt Lake City	8.7	—	2.1
Tucson	4.8	6.6	2.1
Pacific:			
Los Angeles	5.6	2.9	2.6
Portland, Oreg	5.3	5.8	4.0
San Francisco	4.4	4.4	2.3
Seattle	4.8	5.7	2.1

Average Retail Prices, August 13, 1935 (cents)

Markets	Apples (lb.)	Bananas (doz., lb.*)	Oranges (doz.)
United States	5.3	21.3	32.2
New England:			
Boston	6.6	*5.4	34.8
Bridgeport	6.0	*6.0	35.6
Fall River	5.6	*6.2	29.2
Manchester	4.8	*5.8	36.8
New Haven	4.8	21.7	33.7
Portland, Maine	5.0	*6.6	35.0
Providence	4.1	*5.5	34.8
Middle Atlantic:			
Buffalo	4.2	24.7	33.5
Newark	5.2	24.7	38.1
New York	5.7	21.0	35.8
Philadelphia	6.3	18.4	35.2
Pittsburgh	4.4	23.5	38.0
Rochester	4.9	21.0	31.4
Scranton	4.4	17.2	32.4
East North-Central:			
Chicago	6.2	*6.3	33.5
Cincinnati	5.2	*6.1	32.0
Cleveland	4.9	*6.1	32.6
Columbus	4.3	*6.0	33.6
Detroit	5.0	*5.5	32.2
Indianapolis	4.4	*6.4	33.9
Milwaukee	5.0	*5.7	31.9
Peoria	5.0	*6.6	34.3
Springfield, Ill	4.5	*6.2	37.1
West North-Central:			
Kansas City	4.4	*6.7	34.1
Minneapolis	5.3	*7.0	33.3
Omaha	5.2	*8.0	32.4
St. Louis	5.4	*6.1	32.5
St. Paul	5.4	*7.3	34.8
Sioux Falls	—	*7.4	28.8
Wichita	5.2	*6.5	33.1
South Atlantic:			
Atlanta	5.0	21.2	29.7
Baltimore	4.8	18.7	33.3
Charleston, S. C	—	20.4	31.0
Jacksonville	6.3	14.6	25.3
Norfolk	4.3	19.3	34.7
Richmond	4.8	22.4	33.2
Savannah	5.4	17.9	26.8
Washington, D. C	5.1	21.4	34.8
Winston-Salem	4.6	*5.0	38.5
East South-Central:			
Birmingham	6.3	*5.4	35.4
Knoxville	5.7	*5.3	30.3
Louisville	3.8	*6.0	32.5
Memphis	6.0	*4.6	29.3
Mobile	7.9	14.6	31.1
West South-Central:			
Dallas	—	*6.1	35.4
El Paso	8.1	*5.0	23.6
Houston	—	18.2	32.7
Little Rock	7.8	*5.4	34.0
New Orleans	7.3	14.6	29.8
Oklahoma City	—	*6.3	38.0
Mountain:			
Butte	8.6	*9.3	30.0
Denver	5.9	*7.0	29.0
Salt Lake City	7.5	*7.6	28.4
Tucson	7.0	*4.7	19.2
Pacific:			
Los Angeles	3.0	*6.2	14.7
Portland, Oreg	4.4	*7.6	25.3
San Francisco	4.6	21.5	24.6
Seattle	5.5	*7.0	26.7

FRUIT
(Fresh)

PRICES OF apples, bananas, and oranges all dropped during the first half of August. Apple prices were off 0.1 cent a pound, banana prices 0.6 cent a dozen, and oranges 0.1 cent a dozen. These fruits were all selling at prices considerably below last year's levels.

THE DROP in apple prices in August was in line with the usual seasonal movement and apple prices will probably continue to drop until late fall when the total crop is harvested. The August crop report indicates a total production of 169,403,000 bushels. This is 5 percent more than the average production from 1928 to 1932 and is about 40 percent more than the unusually light crop of 1934. Scab injury appears to be worse than average in the commercial areas east of the Mississippi River and this may make the proportion of lower grades larger than usual.

ABUNDANT RAINS in Florida and Texas benefited the citrus crop in these States. However, the citrus fruit prospects in the Gulf States continue to be below average on account of the severe winter damage early this year. Orange and grapefruit prospects in California and Arizona are better than those of the past 2 years on August 1.

COMBINED PRODUCTION of fruits is slightly larger than the 5-year average 1928-1932. The outlook for deciduous fruits, however, is for production below average. Peach production is below average with light crops indicated in California, Washington, and in the Northeastern States but with crops larger than average in the North-Central and Southern States. Pear production prospects are also lighter than usual but production of grapes, plums, and prunes are expected to exceed average. The walnut crop will probably be well above the large crop of 1934 and about 48 percent above the 5-year (1928-1932) average.

Average Retail Prices, August 13, 1935 (cents)

Markets	Corn #2 can	Peas #2 can	Tomatoes #2 can (2½*)	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can
United States	12.9	17.3	10.1	19.7	22.9	22.7
New England:						
Boston	13.8	17.5	12.4	19.2	23.0	22.3
Bridgeport	14.8	21.4	13.3	20.5	25.2	24.0
Fall River	11.9	18.0	9.8	18.8	22.3	22.3
Manchester	13.9	19.1	11.6	20.7	24.4	23.6
New Haven	14.4	18.0	12.0	20.6	24.6	23.7
Portland, Maine	13.4	16.5	11.4	20.7	24.9	23.3
Providence	12.8	19.0	10.1	18.6	21.0	21.7
Middle Atlantic:						
Buffalo	12.6	16.8	10.8	20.7	23.7	22.8
Newark	13.6	19.3	10.6	18.7	21.3	21.9
New York	13.1	17.0	10.5	18.0	21.0	20.8
Philadelphia	12.5	16.8	10.6	18.9	22.2	21.9
Pittsburgh	12.6	16.9	10.1	19.3	22.8	22.8
Rochester	13.8	16.5	11.4	21.2	23.7	23.1
Scranton	14.4	16.6	10.0	20.0	21.2	22.6
East North-Central:						
Chicago	13.9	15.8	11.3	21.6	25.1	24.1
Cincinnati	12.9	16.0	11.9	20.0	24.0	23.5
Cleveland	13.9	17.5	11.4	21.0	24.0	24.0
Columbus	12.8	18.8	10.0	21.0	25.8	24.8
Detroit	11.3	17.6	9.8	19.6	22.7	23.0
Indianapolis	11.4	16.9	9.8	19.4	25.9	23.9
Milwaukee	12.5	18.1	10.8	21.6	20.3	24.0
Peoria	13.8	16.9	11.5	21.8	25.2	23.5
Springfield, Ill	14.1	18.6	12.1	21.9	26.8	23.8
West North-Central:						
Kansas City	11.1	15.6	9.8	19.6	23.8	22.9
Minneapolis	11.8	15.3	11.3	21.5	23.9	24.7
Omaha	12.6	17.1	10.9	21.2	23.6	23.9
St. Louis	12.0	17.5	9.5	19.2	23.5	23.1
St. Paul	13.0	16.6	11.1	21.8	23.4	23.8
Sioux Falls	10.9	17.4	11.4	22.9	25.8	24.5
Wichita	11.5	17.6	9.4	18.8	23.4	22.8
South Atlantic:						
Atlanta	12.5	17.8	9.1	20.4	23.5	23.8
Baltimore	13.6	16.4	9.5	17.9	21.0	20.3
Charleston, S. C	11.0	18.0	9.5	19.5	21.8	22.5
Jacksonville	11.9	18.1	8.5	18.9	24.3	22.6
Norfolk	12.1	15.0	9.0	20.2	23.9	23.8
Richmond	13.0	18.0	8.5	19.3	23.7	23.5
Savannah	13.0	19.8	8.5	21.2	23.7	23.2
Washington, D. C	13.1	16.1	8.8	17.5	23.0	21.6
Winston-Salem	15.0	21.1	9.3	21.0	26.9	26.7
East South-Central:						
Birmingham	11.0	15.6	9.0	20.4	20.8	24.1
Knoxville	10.3	15.8	8.9	20.7	21.4	21.5
Louisville	12.6	16.0	9.4	20.8	24.1	23.2
Memphis	12.5	20.0	9.1	20.6	22.3	22.0
Mobile	12.3	16.0	8.6	17.1	19.9	20.0
West South-Central:						
Dallas	13.8	20.1	9.6	20.9	25.6	23.8
El Paso	14.1	21.8	10.3	22.1	24.3	24.0
Houston	11.4	16.9	8.4	17.0	21.0	20.8
Little Rock	12.6	17.0	9.5	20.2	25.4	25.0
New Orleans	13.6	18.6	9.5	18.3	24.2	22.0
Oklahoma City	12.8	18.8	9.9	21.1	24.5	23.3
Mountain:						
Butte	13.5	17.0	11.3	19.8	23.1	24.4
Denver	14.0	18.0	11.4	21.2	24.0	24.0
Salt Lake City	13.9	16.9	*11.2	21.3	24.4	24.1
Tucson	15.8	19.6	10.5	19.4	23.0	20.8
Pacific:						
Los Angeles	13.1	16.1	*12.6	16.1	18.7	19.1
Portland, Oreg	13.1	17.4	*13.1	19.7	20.8	21.4
San Francisco	14.0	16.3	*13.0	16.9	19.4	19.7
Seattle	14.0	17.8	*13.3	19.8	21.2	20.9

HELPS TO RURAL CONSUMERS

from Government publications

Fourth section (third section published in the August 19 issue) of a bibliography of nontechnical bulletins on everyday home and community problems. Where a price is quoted, order from the Superintendent of Documents, Washington, D. C. Request free bulletins from the Bureau named.

CHILD CARE AND TRAINING

Are you training your child to be happy? Lesson material on child management. Children's Bureau Publication 202. 1930. Single copies free at Bureau.

Baby's daily time cards. Six cards giving daily routine and training for babies from birth to 2 years of age. Children's Bureau Chart 14. 1930. Single sets free at Bureau.

Books and pamphlets on child care. A list of helpful publications from governmental and nongovernmental sources. Children's Bureau. 1933. Single copies free at Bureau.

Breast feeding. Children's Bureau Folder 8. 1932. Single copies free at Bureau.

Care of your baby. (Includes bathing, feeding, and clothing of the baby, first aid and home remedies, and food for a child from 2 to 4 years of age.) Public Health Reprint 727. 10¢.

The child from 1 to 6, his care and training. Children's Bureau Publication 30. 1931. Single copies free at Bureau.

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Good posture in the little child. Games that help to develop good posture habits. Children's Bureau Publication 219. 1933. Single copies free at Bureau.

Good teeth, importance of good teeth and prevention of decay. Public Health Reprint 707. 5¢.

Guiding the adolescent. Children's Bureau Publication 225. 1933. Single copies free at Bureau.

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Why drink milk? Milk is the indispensable food for children. Children's Bureau Folder 3. 1931. Single copies free at Bureau.

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THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

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The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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